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# Leslie's

*Illustrated Weekly Newspaper*

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# The Secret of Being a Convincing Talker

How I Learned It in One Evening

By GEORGE RAYMOND

"HAVE you heard the news about Frank Jordan?"

This question quickly brought me to the little group which had gathered in the center of the office. Jordan and I had started with the Great Eastern Machinery Co., within a month of each other, four years ago. A year ago, Jordan was taken into the accounting division and I was sent out as salesman. Neither of us was blessed with an unusual amount of brilliancy, but we "got by" in our new jobs well enough to hold them.

Imagine my amazement, then, when I heard:

"Jordan's just been made Treasurer of the Company!"

I could hardly believe my ears. But there was the "Notice to Employees" on the bulletin board, telling about Jordan's good fortune.

Now I knew that Jordan was a capable fellow, quiet, and unassuming, but I never would have picked him for any such sudden rise. I knew, too, that the Treasurer of the Great Eastern had to be a big man, and I wondered how in the world Jordan landed the place.

The first chance I got, I walked into Jordan's new office and after congratulating him warmly, I asked him to let me "in" on the details of how he jumped ahead so quickly. His story is so intensely interesting that I am going to repeat it as closely as I remember.

"I'll tell you just how it happened, George, because you may pick up a pointer or two that will help you."

"You remember how scared I used to be whenever I had to talk to the chief? You remember how you used to tell me that every time I opened my mouth I

put my foot into it, meaning of course that every time I spoke I got into trouble? You remember when Ralph Sinton left to take charge of the Western office and I was asked to present him with the loving cup the boys gave him, how flustered I was and how I couldn't say a word because there were people around? You remember how confused I used to be every time I met new people? I couldn't say what I wanted to say when I wanted to say it; and I determined that if there was any possible chance to learn how to talk I was going to do it.

"The first thing I did was to buy a number of books on public speaking, but they seemed to be meant for those who

wanted to become orators, whereas what I wanted to learn was not only how to speak in public but how to speak to individuals under various conditions in business and social life.

"A few weeks later, just as I was about to give up hope of ever learning how to talk interestingly, I read an announcement stating that Dr. Frederick Houk Law of New York University had just completed a new course in business talking and public speaking entitled 'Mastery of Speech.' The course was offered on approval without money in advance, so since I had nothing whatever to lose by examining the lessons, I sent for them and in a few days they arrived. I glanced through the entire eight lessons, reading the headings and a few paragraphs here and there, and in about an hour the whole secret of effective speaking was opened to me.

"For example, I learned why I had always lacked confidence, why talking had always seemed something to be dreaded whereas it is really the simplest thing in the world to 'get up and talk.' I learned how to secure complete attention to what I was saying and how to make everything I said interesting, forceful and convincing. I learned the art of listening, the value of silence, and the power of brevity. Instead of being funny at the wrong time, I learned how and when to use humor with telling effect.

"But perhaps the most wonderful thing about the lessons were the actual examples of what things to say and when to say them to meet every condition. I found that there was a knack in making oral reports to my superiors. I found that there was a right way and a wrong way to present complaints, to give estimates, and to issue orders.

"I picked up some wonderful pointers about how to give my opinions, about how to answer complaints, about how to ask the bank for a loan, about how to ask for extensions. Another thing that struck me forcibly was that instead of antagonizing people when I didn't agree with them, I learned how to bring them around to my way of thinking in the most pleasant sort of way. Then, of course, along with those lessons there were chapters on speaking before large audiences, how to find material for talking and speaking, how to talk to friends, how to talk to servants, and how to talk to children.

"Why, I got the secret the very first evening and it was only a short time before I was able to apply all of the principles and found that my words were beginning to have an almost magical effect upon everybody to whom I spoke. It seemed that I got things done instantly, where formerly, as you know, what I said 'went in one ear and out the other.' I began to acquire an executive ability that surprised me. I smoothed out difficulties like a true diplomat. In my talks with the chief I spoke clearly, simply, convincingly. Then came my first promotion since I entered the accounting department. I was given the job of answering complaints, and I made good. From that I was given the job of making collections. When Mr. Buckley joined the Officers' Training Camp, I was made Treasurer. Between you and me, George, my salary is now

\$7,500 a year and I expect it will be more from the first of the year.

"And I want to tell you sincerely, that I attribute my success solely to the fact that I learned how to talk to people."

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When Jordan finished, I asked him for the address of the publishers of Dr. Law's course, and he gave it to me. I sent for it and found it to be exactly as he had stated. After studying the eight simple lessons I began to sell to people who had previously refused to listen to me at all. After four months of record breaking sales during the dullest season of the year I received a wire from the chief asking me to return to the home office. We had quite a long talk in which I explained how I was able to break sales records—and I was appointed Sales Manager at almost twice my former salary. I know that there was nothing in me that had changed except that I had acquired the ability to talk where formerly I simply used "words without reason." I can never thank Jordan enough for telling me about Dr. Law's Course in Business Talking and Public Speaking. Jordan and I are both spending all our spare time making public speeches on war subjects and Jordan is being talked about now as Mayor of our little Town.

So confident is the Independent Corporation publishers of "Mastery of Speech," Dr. Law's Course in Business Talking and Public Speaking that once you have an opportunity to see in your own home how you can, in one hour, learn the secret of speaking and how you can apply the principles of effective speech under all conditions, that they are willing to send you the Course on free examination.

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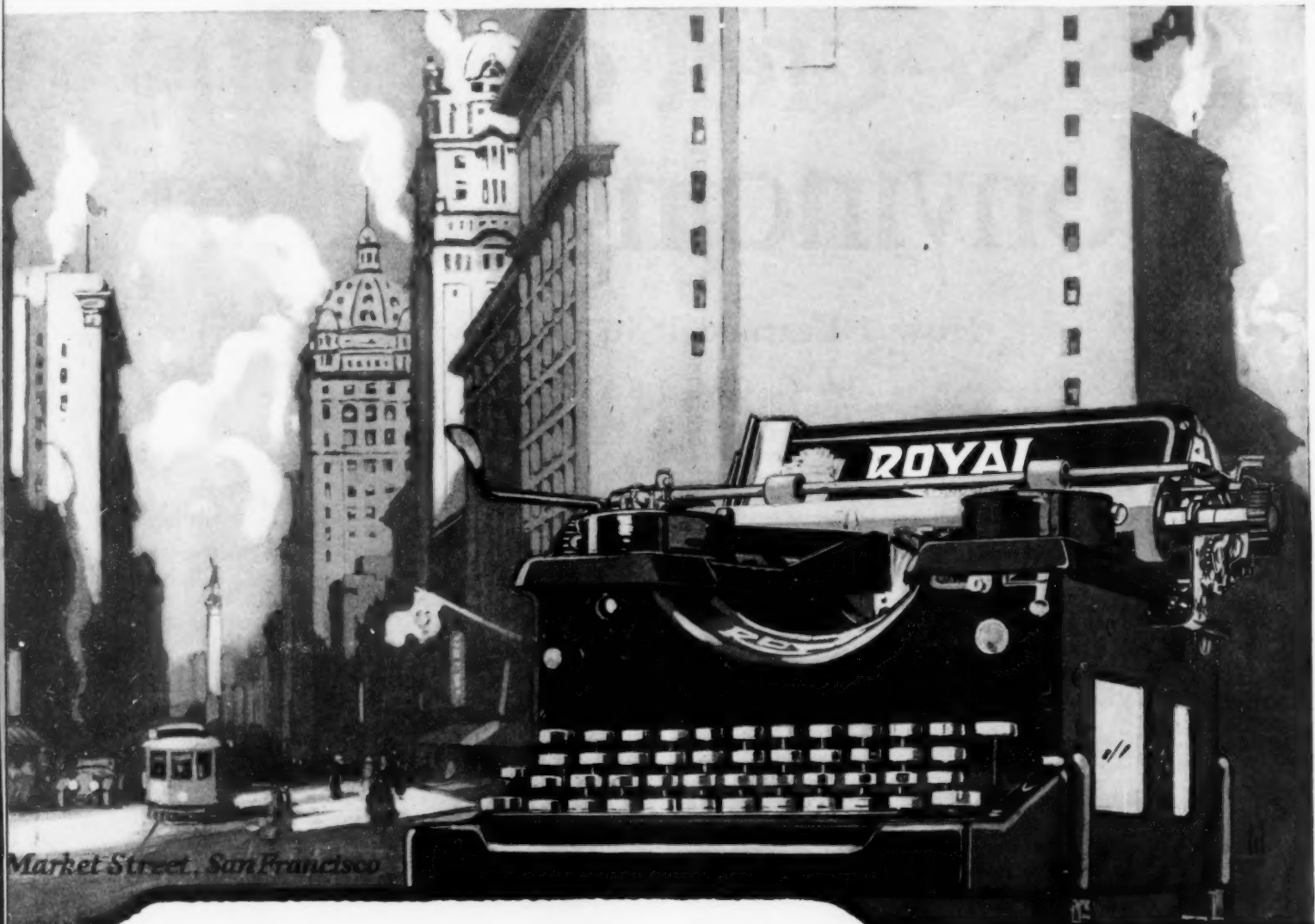
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FREDERICK HOUK LAW

As educator, lecturer, executive, traveler and author few men are so well equipped by experience and training as Dr. Law to teach the art of effective speaking. His "Mastery of Speech" is the fruit of 20 years active lecturing and instruction in Eastern schools and colleges preceded by an education at Oxford Academy, Amherst College, Columbia University, The Teachers College, Brown University, and New York University. He holds the degrees of A.B., A.M. and Ph.D. Dr. Law is the author of two novels, two books of poetry, and editor of six school textbooks. At present he is lecturer in English in New York University, Lecturer in Pedagogy in the Extension Work of the College of the City of New York, Head of the Dept. of English in the Stuyvesant H. S. and writer of the Weekly Lesson Plans for The Independent.



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# Leslie's Illustrated Weekly Newspaper

JOHN A. SLEICHER,  
Editor-in-Chief

CONKLIN MANN, Managing Editor

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ANYONE who is privileged to know the inside problems of big business must be startled at the number of outwardly prosperous, well-financed and ably managed concerns which are dangerously ill because of inability to earn a profit on their merchandise.

This condition is so general and in many cases seemingly so inexplicable as to suggest the possible existence of certain laws governing profit which have not as yet been clearly formulated.

Business of twenty years ago was not big, but it was profitable. In every manufacturing community there were several small, tightly managed industries which were building up comfortable fortunes for their owners.

The present tendency is for these small, profit-earning factories to be either wiped out or absorbed by large competitors which do not earn a profit.

Apparently every business factor is in favor of the big business. It has financial and raw material resources which the small business can not touch. It can secure a much higher type of executives. Its manufacturing facilities are, as a rule, more modern and efficient. Its selling force is highly organized and it reaches wider markets. Yet in many industries a perfect co-ordination of these factors has failed to produce a profit under normal business conditions.

In former days a manufacturing business grew from small beginnings. It started with a few customers who were conveniently located and who were held by personal ties. It catered to the special needs of these customers, cooperated with them in many ways, befriended them. The business rarely expanded beyond its capacity to give this personal, individual service to its customers. In the course of years its product became known and highly valued by the public in a limited market, and was purchased at a price which represented a satisfactory profit, regardless of the existence of equally good products which were offered at a lower price. This manufacturer literally owned his market and rated it as one of his assets. He honestly felt that he had been robbed when a chance customer was won away by a competitor.

## The Theory of Big Business

Then one of two things usually happened. Either a powerful competitor succeeded, by price cutting, superior distribution and aggressive sales methods, in winning the trade of a great many of these small concerns, or financiers organized a combination of them.

In either case there was a transition from small business to big business and it is in some phase of this transition process that we must find the reason why big business often fails to earn anywhere near the ratio of profit enjoyed by the small business which it absorbed, and oftentimes operates at an actual loss.

The theory of big business is that if a number of prosperous concerns can be grouped under one central management, certain economies will result through the elimination of duplicated effort, the reduction of selling expense and the standardization of processes. It is assumed that these economies will enable the combine to realize greater net profits than the separate companies were able to earn.

On this assumption, the prices paid for these companies are based upon their previous earnings, rather than on their physical equipment, that obviously being the only

## The Relation of Good Will to Profit

By J. D. ADAMS, Vice-President of The Corman Company

price a prosperous manufacturer would accept for his business.

In too many cases this theory has not worked out, and in spite of the economies referred to, the combine has failed to earn dividends, has been forced to squeeze a great deal of water out of its stock and to mortgage its physical equipment.

If the former owners of the component companies received their pay in stock of the combine, they often found that they had exchanged a profitable business for securities from which little income was derived.

Under such circumstances it is customary to accuse bankers of manipulating the stock, squeezing out the stockholders, mismanaging the company and any other financial crimes that are suggested by the surface facts.

### The Vital Mistake

All of which is distinctly untrue and unjust. The conception of the combine was sound; it was right that prices paid for separate companies were based upon their former earning capacity; it had every reason to expect to increase the earnings of the individual units; its management in all probability was far more scientific and intelligent than that of any of the small companies.

The only vital mistake made was in ignoring or failing to appreciate one of the most valuable assets of each of the component companies—an asset of greater value than the entire physical equipment. In the formation of many combines, this particular asset, for which probably half the capital stock was paid, was automatically destroyed at the moment the final papers were signed, apparently without anyone realizing the loss.

Let us study the reasons why the small company was able to earn a profit. We have shown that it grew slowly by securing one customer at a time through a highly individualized service. Over a long period of years it succeeded in so fully winning the confidence of a few hundred retailers and a few thousand consumers as to constitute practically a monopoly in its limited market. Competitive prices ceased to be a controlling factor, since the company's customers would buy regardless of competition. In other words, the consumer gladly and voluntarily yielded a profit to the company for the privilege of buying goods of known quality or because of some special service associated with the goods but external to their physical value.

That is what we mean by good will. Good will is simply a recognition of service rendered, and a purpose to continue to benefit from that service.

It is rarely possible to transfer the good will of a small company to a big one. The conditions which created that good will are as a rule destroyed by amalgamation. A small cigarmaker may have built up a loyal clientele by personal skill in the selection and blending of tobacco. When he sells out to a combine and retires, the source of his good will has ceased to exist. The combine may make a better cigar and sell it at a lower price but it does not possess the good will of the individual manufacturer.

Here, then, is the mistake often made in the formation of big business: it pays a heavy price for a good will which can not be delivered, it proceeds to operate on the

it, and it does nothing to create good will of its own.

In every competitive industry, there is a sort of commercial law of gravity which tends to pull that industry down to an unprofitable level. The consumer possesses the power to deny profit to any competitive business. There is only one force which can neutralize this commercial law of gravity. That force is good will.

Profit is the reward of good will. Profit is a voluntary gift from the consumer, inspired by his good will. Profit must be given, not extorted.

This law of profit is inexorable. It controls the strongest as well as the weakest. Even the railroads, when they lost the good will of the public, were deprived of profit and brought to the verge of bankruptcy.

Perhaps the clearest proof of this law governing profit lies in the fact that in practically every instance where big business has succeeded in making a profit commensurate with its invested capital, there has been created a service peculiar to its product.

A cracker combine won tremendous success by packing in air-tight, sanitary boxes a common soda cracker which had formerly been sold in bulk from barrels. The public willingly granted a handsome profit for the privilege of buying crackers of known quality, protected from dampness, dust, odors and vermin.

The same kind of service has been responsible for the success of several other food staples, notably sugar and cereals.

A manufacturer of white lead has been granted a satisfactory profit by providing householders with means of knowing the quality of paint used on their houses and by protecting them against the use of inferior paint.

A manufacturer of paper secured good will and the resultant profit by establishing standards of quality which enabled the consumer to know and to get exactly the right paper for each particular job.

### The Public Wants Service

Meat packers have made money, not because of combines or secret price agreements, but because they have developed a wonderful service of distribution in refrigerator cars and cold-storage depots. The public is willing to pay for getting meat in good condition.

Orange and apple growers won their profit by creating systems of grading under identifying brands.

In none of these instances was good will and resultant profit achieved by financing, organization, control of raw materials or economies of production. It resulted solely because of some service which the public appreciated and was willing to pay extra for.

In practically every case where big business has failed to earn a profit there is a total absence of any service that is peculiar to the product.

Perhaps the most common form of service is for a manufacturer, in an industry where values are uncertain and deceptive, to create a definite standard of value and identify it by a widely advertised trade mark. The public has always responded to this form of service because of the protection which it affords and because of the satisfaction of buying goods of known and established quality.

Continued on page 60

# EDITORIAL

"Stand by the Flag: In God We Trust"

## End the War First

THE burning question is not whether we shall have a League of Nations or not, but whether such a league shall be evolved before or after peace terms have been settled—whether it shall be a part of the peace terms or a separate matter. Senators Knox and Lodge, in their masterly speeches on the subject, have expressed no opposition to the principle of a League of Nations, but have opposed giving it first place in point of time in the peace discussion.

Senator Lodge's position is the practical one that the first thing to do following an armistice is to settle upon the terms of peace and thus end the war. When Germany has been given the terms to which she must agree, when the damages have been assessed and the method fixed for the payment, when the new boundary lines of European States have been established, when the armies have been demobilized and millions of soldiers have been permitted to go back to country, home and life-work, then it will be time to take up such phrases as league of nations, freedom of the seas, and economic equality.

The terms of peace, difficult as they may be in a war involving so many nations, may be more quickly disposed of than the formation of a League of Nations designed to take in all the powers, small and great. That able writer and experienced observer, Andre Cheradame, urges that a focusing of attention upon a league of nations at this time will imperil peace in the creation of division of opinion among the Allies, and in withdrawing attention from the paramount principles of reparation, of which Germany stands most in fear. If, however, America and the Entente, which already constitute a league that has been effective in securing peace, will promptly settle, first the question of reparation and restitution and then the problem of territorial reconstruction, they will then be in a position to take into this league all other nations worthy of a place.

After every great war efforts have been made to prevent future wars. Failure has resulted always, principally because the alliances have been of sovereigns and despots and not of democracies and their representatives. Unquestionably the chief desire now among all nations is to make wars impossible or improbable. This war has cost the world too much in blood and treasure not to make every effort to render impossible another world conflict. "If the Central Powers," said President Wilson at the University of Paris, "had dared to discuss the purposes of this war for a single fortnight, it never would have happened." The world is ready for a League of Nations that shall turn the "searching light of conscience" upon nations that threaten war and that shall back this up with economic and military force if necessary.

The practical problems involved are enormous. Senator Lodge raises some of these, asking such questions as Who is to compose the League? How are the nations to vote? Are the small nations to have equal votes with the large? Who is to order the international police force into action? Is any nation ready to put its soldiers and sailors at the disposition of other nations? These and a multitude of similar problems cannot be decided hastily. Meantime shall the legal settlement of the war, reparation, territorial reorganization, demobilization and all peacetime reconstruction be held up?

Would not the wiser course be to secure the adoption of the principle of the League of Nations in the peace conference, and leave the practical and detailed working out of the principle to a later conference representing a larger group of the nations?

## Our Greatest Problem

ONE of the most serious after-war problems is the question of wages and hours of work. The war developed a spirit of cooperation between employers and employees which President S. C. Mason of the National Manufacturers' Association has well said must be maintained in trying to solve the problems that come with peace. Absolutism is bad, whether it be absolutism of capital or labor. Neither employer nor employee should be asked to give up any advantages to which either is justly and legitimately entitled.

It may be that new legislation will be considered necessary to secure industrial peace. Canada has had for some time an arbitration law which compels labor disputants to submit grievances to arbitration before going on strike. Australia has been a veritable laboratory for experimentation in industrial problems, and the report upon Australian methods by the National

## The League of Nations

By CHAUNCEY M. DEPEW

ONE of the most difficult problems before the peace conference will be the formation of a league of nations. Many believe it impossible, and many think that without it peace and justice can never be maintained. But there is a league of nations that belts the globe. It is all-powerful. It is a league held together without formal treaties or alliances. It is a league of common ideals, the same apprehension and practice of liberty and law, the same determination to maintain and defend humanity, right and justice. It is a league brought together as never before by common sacrifices, common sufferings and common victories. It is the league of the English-speaking peoples of the world.

Industrial Conference Board is of peculiar interest at this time.

In Australia trade unionism and collective bargaining are not only recognized, but also fostered as a national policy. Australia has a "living wage" as a minimum, and a wage for skill over and above this. In the case of disputes the law provides either for conciliation on the part of the interested parties in the hope of securing agreement without resorting to an outside arbiter, or, failing in that, a system of compulsory arbitration.

The history of these methods shows an actual increase in the number of small labor controversies, but a marked decrease in major disputes. The comparative isolation of Australia and the smallness of its population raise the question, however, as to whether its methods may be literally followed by the United States, where conditions are so different.

## The New National Watch Dog

WHEN President Cleveland selected Daniel Manning, editor of the Albany Argus, as his Secretary of the Treasury, a loud outcry was heard. It was alleged that Mr. Manning had little experience in public affairs outside of politics and that he was not a representative banker. In fact, he had for years been associated with large business and banking enterprises and proved to be one of the ablest Secretaries of the Treasury the country has had. His selection by his personal and political friend, President Cleveland, was abundantly justified.

In naming Representative Glass for the place left vacant by the resignation of Secretary McAdoo, President Wilson has secured for this important post not only a successful journalist—for Mr. Glass is well known throughout the country as the able publisher of the *Advance* and the *News*, of Lynchburg, Va.—but also one, who by many years of faithful service as chairman of the House Committee on Banking justified his selection. The important part that Mr. Glass played in framing the Federal Reserve Banking law constitutes the highest tribute to his ability. It is true that as originally framed by his committee, the banking bill was not in all respects adapted to the needs of the country, but the acceptance of important modifications by Mr. Glass and his associates helped to perfect the measure, and it stands conspicuously as one of the best achievements of the Wilson administration.

Secretary Glass enters upon the performance of his duties with the warmest congratulations of his many friends in the field of journalism.

## The Plain Truth

GLOBE! The New York Globe has had the unique experience in American journalism of celebrating its 125th anniversary as a daily newspaper. The *Globe* originated within the first decade of American daily newspapers, and at the start was known as *The American Minerva*. It was then the Federalist organ of Alexander Hamilton. Throughout the century and a quarter of its existence it has maintained the high standards with which it began and was never more virile or patriotic than during the recent war under the able editorship of Mr. H. J. Wright.

EMPLOYMENT! In every time of high wages and inadequate labor supply, the labor turnover is one of the greatest problems of industry. The readiness

with which men throw up one job and the ease with which they get another have made tremendous inroads upon the nation's production in time of war. To meet this situation the Federal Government has inaugurated an educational program in employment management. The coming of a specially trained employment manager to a plant will relieve the foreman of the necessity of looking for labor, will provide him with a dependable class of help and leave him free to become an expert in shop processes. The Government has provided courses of study at various colleges and universities in industrial centers to train such employment managers. Any firm or individual may take advantage of this instruction by applying to Captain Boyd Fisher, 717 Thirteenth Street, N. W., Washington, D. C. A few of the subjects covered in the course are the employing of the worker, his training, payment, control of working conditions, keeping the worker up to standard and the government of the shop. Young men intending to specialize upon interviewing, labor accounting, wage setting or other branches have been taking the course, as well as men of experience who have thus been able to bring to bear upon their policies the light of systematic knowledge.

REQUA! Government ownership of railroads, telegraph and telephone lines, mines, oil fields and other industries has been seriously proposed, and the problems involved have first place in the public mind. The sensible thing is to hear what the men have to say who have been co-operating with the Government in its wartime control of industry. Mr. W. L. Requa, who made such a conspicuous success as director of the oil division of the Federal Fuel Administration, is convinced that Government ownership is wrong in principle, but believes as strongly that Government supervision is right, provided the method of supervision be properly planned, and the officials exercising supervisory authority are adequately equipped for the task. Through co-operation with the Government, industry has been permitted to do things never allowed before. Uniform prices have been fixed, output has been pooled, markets divided, methods of distribution agreed upon, competition largely eliminated and Government direction and supervision substituted. As Mr. Requa says, these wartime achievements point the way to future activities. The loyalty and devotedness of the American business man constitute one of the finest chapters of the war. American industry has been built upon the initiative of the individual, and no one who desires the continued supremacy of America wishes to see that initiative throttled by Government ownership. Through a sensible supervision and co-operation industries may be permitted to expand along the lines suggested by Mr. Requa, without destroying the freedom of individual initiative.

RAILROADS! We don't wonder that President Wilson before he sailed said in effect that he didn't care how soon the railroads were returned to their owners. We made a trip to Atlanta, that wideawake metropolis of the South, the other day in a Pullman sleeper. It was crowded. A lady with an upper berth complained bitterly that the electric light in it was broken. The conductor said he was sorry but couldn't help it and that the car should not have been taken out in such condition. A dollar meal was served in the diner, and the young man who sat opposite the writer at the table called attention to the fact that the butter was rancid. It was. The dollar menu comprised one sprig of celery, a thin and unsavory soup, a choice of turkey or ox tongue, lettuce salad, ice cream and coffee. It was cheap at the price if good, but the Ethiopian servitor promptly admonished us that there was no turkey, and we ate the salted tongue with the best relish we could provide. The dining-car was dark. The steward said that the electric current was insufficient. The springs on the car constantly squeaked. They needed oiling. The steel doors rattled. The shades on the windows wouldn't work. At two o'clock in the morning the train was held up for an hour by an accident to a freight train ahead, and breakfast was not served to the impatient passengers until nearly nine o'clock. Passengers who had been promised train connection at Washington to New York arrived in time to see the New York train disappear from the station. Before the war, the Atlanta trip was one of the most enjoyable that could be made, in a fast train provided with a luxurious library car, stocked with books and magazines and writing material. This arrangement disappeared when Government control came in, and the fare went up seventy-five per cent. in the Pullmans. All of which is respectfully referred to Senator Hoke Smith.



January 11, 1919

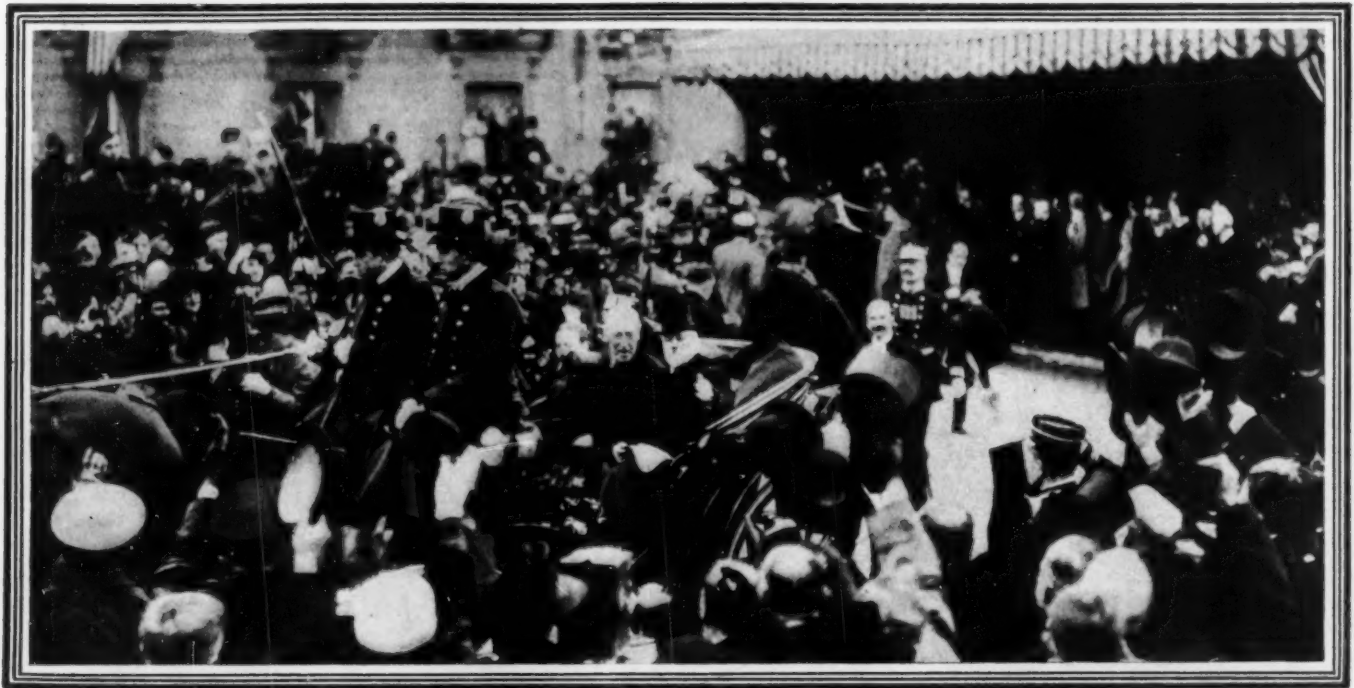
# When the Fleet Came Home



On the day after Christmas, in the historic Hudson River, the home-coming fleet of the American Navy was reviewed by Secretary Daniels. The ships, including ten battleships of the home fleet, were anchored in two lines stretching up the river for five miles. A squadron of naval seaplanes, dirigibles and kite balloons maneu-

vering above the fleet added to the impressive occasion. The drawing shows the *Mayflower* at the left steaming around the squadron. In the foreground is Admiral Mayo's flagship, the *Pennsylvania*, which escorted the President's ship to France. Following the review there was a parade of 6,000 marines and sailors.

# Photographs of Historic Interest



The President of France welcomes the President of the United States to Paris. For the first time in history a President of the United States is a guest of the sister Republic. Every where the distinguished guest was greeted with the wildest enthusiasm, which was the expression of gratitude to the President and to America for her part in the war and her efforts for peace.



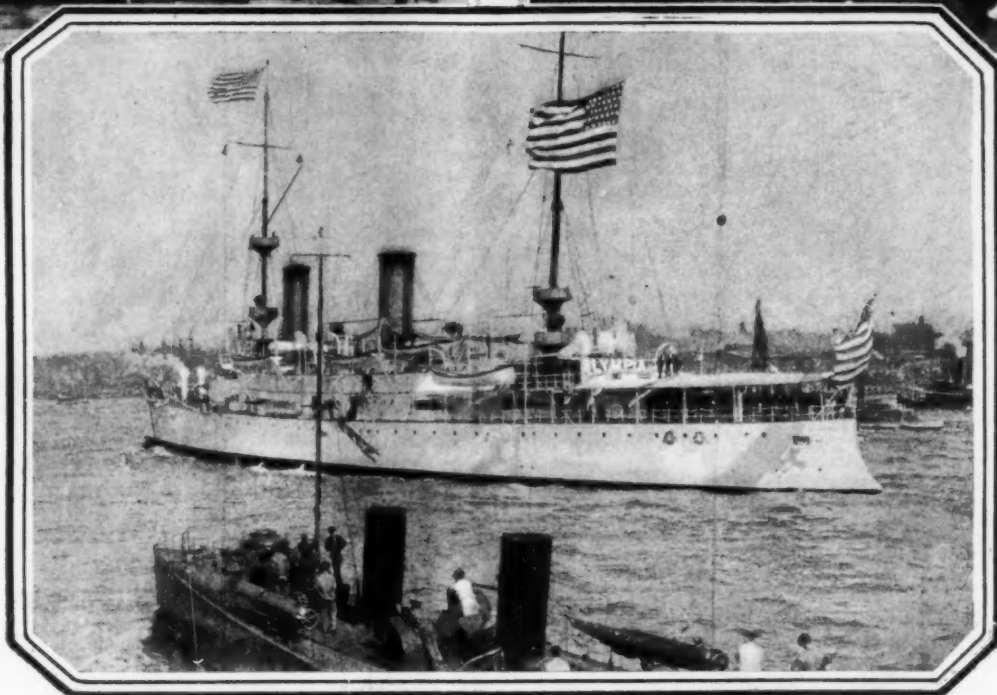
INTERNATIONAL FICH

London extended a royal welcome to the French and Italian statesmen who recently visited England to discuss the preliminaries of the Peace Conference. Marshal Foch in particular was the object of an enthusiastic ovation wherever he appeared. In the photograph above, taken at the British Foreign Office, No. 10 Downing Street, are Marshal Foch, Premier Clemenceau, Premier Lloyd George, Premier Orlando and Baron Sonnino, the Italian Foreign Minister.



COMMITTEE ON PUBLIC INFORMATION

Mrs. Daniels, wife of the Secretary of War, and Mrs. Dewey, widow of Admiral Dewey, and other guests on the *Mayflower*. One of the interesting incidents of the review of the homecoming overseas fleet was the honor paid to the widow of the hero of Manila Bay, who was welcomed with highest honors when his fleet returned twenty years ago. At the left is a photograph from *Leslie's* showing Admiral Dewey's flagship *Olympia* in the review of 1899.





# How Tobacco Helped to Win the War

By EDWIN A. GOEWEY

When the cold is making ice cream of the marrow of your bones,  
When you're shaking like a jelly and your feet are dead as stones,  
When your clothes and boots and blankets, your rifle and your kit,  
Are soaked from Hell to Breakfast, and the dugout where you sit  
Is leaking like a basket, and upon the muddy floor  
The water lies in filthy pools, six inches deep or more;  
Tho' life seems cold and miserable and all the world is wet,  
You'll always get thro' somehow if you've got a cigarette.

CORPORAL JACK TURNER, of the British Army.

ACCORDING to the men at arms of the forces which brought the Prussian monster to its knees, particularly the Americans; their officers, from the highest to the humblest; the physicians, nurses, chaplains and stretcher-bearers who labored to save the wounded and minister to the dying; the women of the Red Cross, the secretaries of the Y. M. C. A. forces and the representatives of all the other philanthropic agencies which labored for the men battling for the



PHOTOGRAPHS BY COMMITTEE ON PUBLIC INFORMATION  
Poilu and Marine enjoy a few minutes' rest in a friendly game.

tobacco and chocolate were most in demand throughout the period of fighting, and will continue to be while demobilization is taking place. Figures testify to tobacco's importance in this connection. For December last the Y. M. C. A. ordered 70,000,000 cigarettes and nearly 3,000,000 cigars to supply the demand for "smokes" among the American Expeditionary Forces in Europe.

Those who have talked with the men in the battle zones or those who have returned to these shores; with the doctors, nurses and representatives of the various philanthropic organizations, have learned first-hand of the important part tobacco played both on the fighting fronts and behind the lines. Men without food for hours, sometimes days, have soothed their nerves, kept their courage and gone into battle eagerly, terribly and effectively because the supply of tobacco held out. Men wounded unto death have "gone west" smilingly after a few puffs of a cigarette, and "smokes" in the field and in the hospital have mitigated pain and even restored nerves, which meant the saving of lives.

When the task of erecting monuments to the memory of the men, women and incidents which figured prominently in the titanic struggle is undertaken, let there be at least one memorial placed in honor of My Lady Nicotine, goddess of smoke dreams, whose soothing spell sent many heroes over the top to greater deeds and greater glory, tempered the sufferings of the wounded and eased



Smokes have done their bit in calming the nerves of wounded and dying men and helping them to bear their sufferings with patience while waiting to be removed to the operating table.

cause of humanity—tobacco was one of the most pronounced blessings of the struggle, one of the greatest factors in preserving the morale of the troops.

Fortunately, at the very outset of hostilities, those to whom was intrusted the gigantic labor of welding together the Allied forces into a mighty machine capable of crushing the Hun military organization, and those enlisted to minister to the physical and moral needs of the men, appreciated that tobacco would play a part in keeping the men to their task second only to food, equipment and ammunition.

They knew, from experience, that men under great physical and mental strain would be able to keep up and carry on to the extreme point of human endurance, without liquor, without sleep and rest; aye, even without food—if they but had tobacco. Consequently the importance of keeping the men on the fighting lines supplied with this essential in various forms was brought to the attention of the public at the outset, and the response was immediate and general.

Not only did the military agencies of the Allied governments promptly lay in vast stores of the "weed," but also many newspapers and specially organized bodies began soliciting funds with which to purchase tobacco to be sent to the men in uniform. And the Red Cross and the Y. M. C. A. at once prepared to handle tobacco as a part of their services. The latter, as soon as this country entered the struggle, was designated by General Pershing to maintain canteens for the American fighting forces, and among the innumerable supplies handled, cigarettes, cigars, pipe



A moment's stop on the way to the front gives opportunity for a few puffs from pipe and cigarette.

the going out of many of those who gave their all for country, flag and humanity. "Sergeant," he said, "give me a rifle, take the men out that way and I'll hold them off while you beat it." Then lighting a cigarette, Wheeler, alone with the borrowed rifle, covered the rear of his platoon, picking off the enemy one by one as they advanced. When he had given his men ten minutes' time he got up and made a run for it and managed to get through and receive the congratulations of his colonel and the cheers of the platoon he had saved.

Possibly you recollect those fateful days in July when the French and the Americans were moving forward all along the line between the Marne and the Aisne and were headed for Soissons. Previous to one of the great attacks, when plans were being discussed, a certain American General suggested that his troops should advance to a particular point.

"I fear it would be inadvisable," said a French officer taking part in the consultation. "You can't go that far."

"The hell we can't," exploded the General. "Any place I ask my boys to go, they'll go."

The point was clinched by another  
Continued on page 62

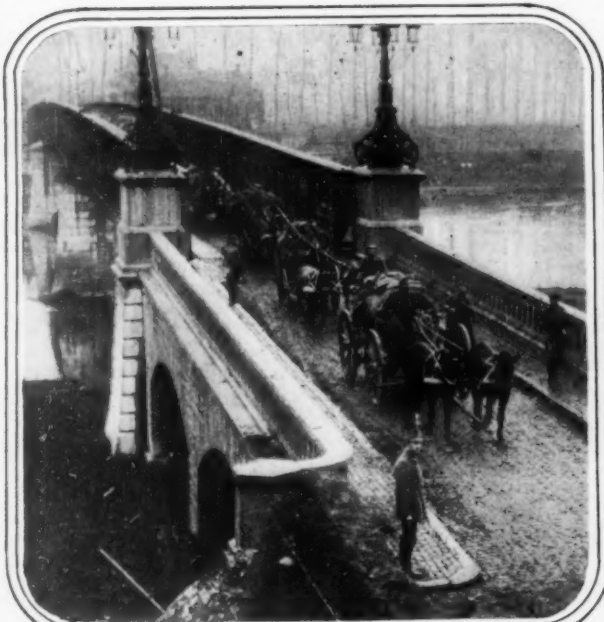


Letters from home and a pipeful of good tobacco bring peace and contentment to this Marine in his front line dugout. The smoke ration always brought comfort to the doughboy.

# Huns Pouring *into* Neutral Holland



Down the long road as far as the eye can see the defeated German army is pouring into Holland from Belgium after the signing of the armistice. The soldiers have been disarmed at the frontier and are proceeding to Dutch internment camps. In the foreground a group of thirsty soldiers with cups and steins are watching their comrade tap a keg of beer. It is interesting to note that there are no auto trucks in the procession, only tractors and horse-drawn vehicles.

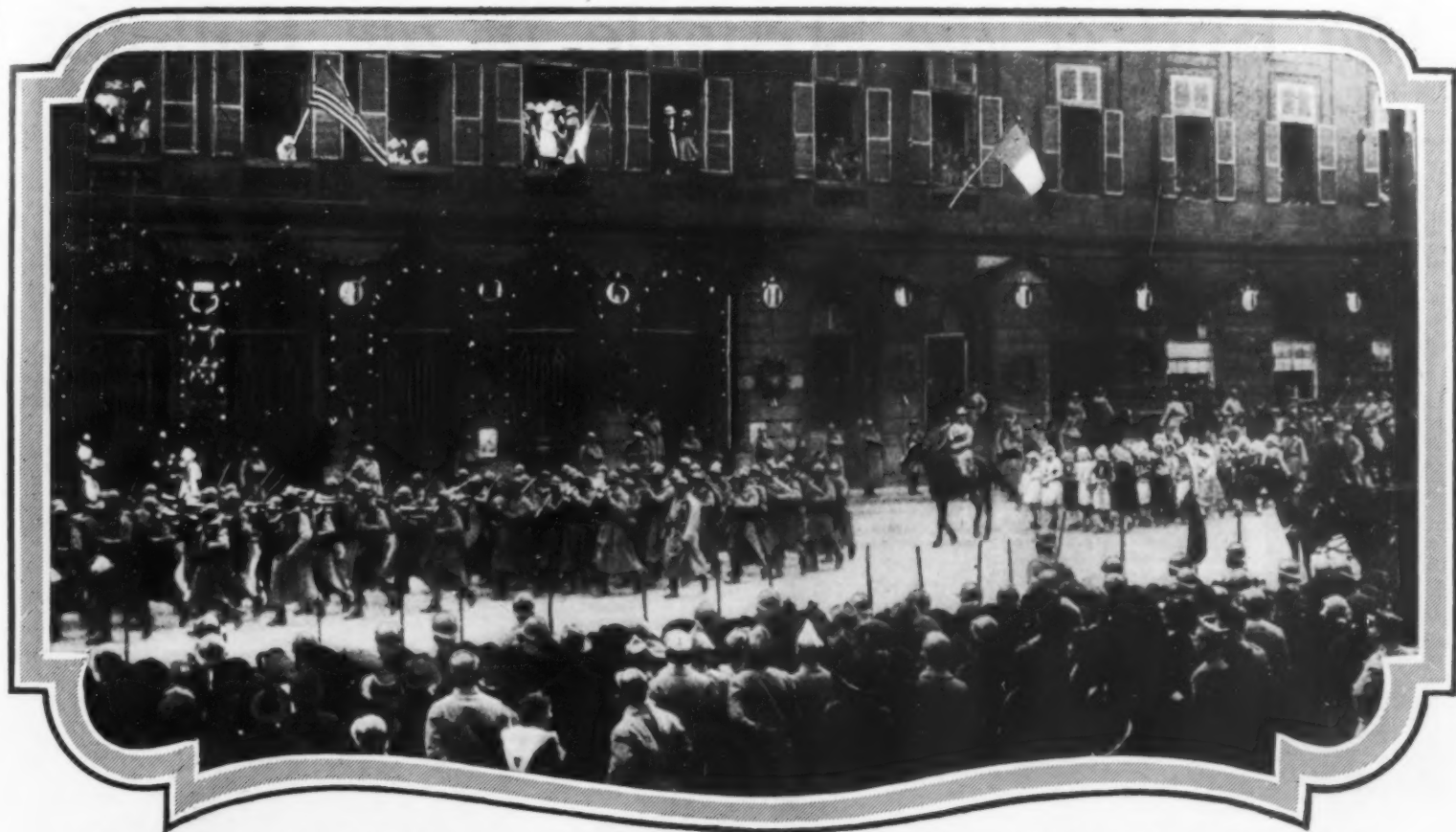


Seeking a refuge on neutral soil, these German soldiers are crossing a bridge which marks the boundary between Belgium and Holland.



German troops with Red Cross and supply wagons interned in Holland. The large number of Huns who crossed the border from Belgium added to the food problems of the Dutch.





French troops of the 10th Army, led by Marshal Petain, marching into Metz, which has been under German rule for 48 years. Children in the native dress of Lorraine have

a prominent place in the parade. Among the interested spectators in the foreground are a group of doughboys, and the Stars and Stripes fly from the building opposite.

## League of Nations in the Making

By CHARLTON BATES STRAYER

**S**HALL we have a league of nations? That is the central thought of President Wilson. Pressing as are the demands to end the war and assess its damages upon the Central Powers, the problem of reorganizing international relations in the interest of permanent peace keeps its central place in the world's forum. Conversations and informal conferences between President Wilson and representatives of the Entente are promoting mutual understanding but have as yet produced no official results. Viscount Grey sees in the Peace Conference itself the beginning of a league of nations, even should no such league be formally organized, and says that so long as the Peace Conference does not commit suicide we shall have all that is essential, if not all that is desirable. In the same connection he points out that without the presence of the United States, any council or league of nations would "soon be little better than the old concert of Europe, which was spoiled invariably by intrigues within it and split into opposing groups." President Wilson's concrete views on the league of nations have been awaited eagerly on both sides of the Atlantic, but as yet he has failed to put them in form, at least in public address. In his Sorbonne speech he seemed about to do this when he said, "My conception of a league of nations is just this—" but what followed the dash, "that it shall operate as the organized moral force of men throughout the world," was still in the realm of general principles.

The Paris *Matin*, in an article upon "Yesterday's Utopia Tomorrow's Reality" outlines what it considers will be the three stages in the formation of the league. First, the Allied Governments will bind themselves to the fundamental principles of the league—self-determination of peoples, limitation of armaments and compulsory arbitration. Second, the enemy powers will be compelled to declare adhesion to these principles as preliminary to peace, after which will follow the discussion of peace terms and the signing of the peace treaty. Third, a universal conference, to include neutral powers, to work out in detail the league of nations. In its first stage the league of nations need not and will not include all powers, but only those who can offer sufficient and satisfactory guarantees. Eventually Germany should be received into such a league, but not until she has made restitution and reparation and atoned for the

crimes she has committed. Many do not accept the view of the *Matin* that the league should come before the peace terms. Frank H. Simonds, writing in the New York *Tribune*, says the normal order of procedure is to dispose of Germany first, fixing the reparations and restorations she is to make. Then, to delimit the new states that are to be created as the result of the war, and finally to organize the league of nations. I hold to the belief that the adoption of the principle of the league of nations is the foremost duty of the hour. Because of the mood of the powers this would not call for extended debate. This being done, the adoption of details of the league could be postponed until after the peace conference. The adoption first of the principle of the league of nations would mean as the *Matin* well says, that "for the first time in history the deliberations of the plenipotentiaries should be dominated by higher ideals than mere individual interest."

### Germany's Attitude Toward Russia

The German attitude toward Russia, according to Count von Bernstorff, former German Ambassador to the United States, is to let the Allies disentangle affairs in Russia as best they can. "We wash our hands of Russia," says Bernstorff. But Germany cannot evade responsibility for having created in large measure the present chaotic condition in Russia, nor can she escape the spread among her own people of the Bolshevism encouraged and fostered by her in order to secure the undoing of Russia. Bolshevism is the greatest single menace that faces Germany today. At Moscow there has been established a revolutionary school, under the direction of Bolshevik leader Radek, where agitators from all parts of the world are receiving training preparatory to returning to their own countries to spread revolutionary ideas. German money may have helped in the founding of this school of Bolshevism. The world will not forget it was German money and propaganda which was used to develop what is now the greatest menace to the liberties of man wherever it waves its red flag.

### Germany Looks to Wilson

Germany and Austria declared for the armistice on the basis of President Wilson's fourteen points, and Count von Bernstorff says Germany will hold to the

President's program which "grants each people of an ethnical group the right to dispose of itself." There can be no doubt that Germany looks to President Wilson to soften and tone down the terms which the Allies will want imposed upon the enemy. The European speeches of the President, in which he emphasized the necessity of reparation for the havoc wrought by German armies in Belgium and France, came as a distinct shock to a large element in Germany who seemed to think President Wilson was opposed to all damages. Misunderstanding or misinterpretation of the viewpoint of other peoples is one of the defects of the Teuton temperament. President Wilson has spoken again and again for a just peace, but only Teuton reasoning would conclude that this meant they should go Scot free. President Wilson has declared against punitive damages, but never against actual damages. Justice demands the latter, and in the aggregate this will tax the capacity of Germany to pay.

### Fixing the Blame for the War

Karl Kautsky, regarded as the greatest living exponent of Marxian Socialism and a vigorous opponent of Bolshevik anarchism, is working over the archives of the Berlin Foreign Office in order to fix the degree of Germany's responsibility for the war. He declares that his preliminary studies seem to confirm the viewpoint of Count Licknowsky, German Ambassador at London at the outbreak of the war, that England did everything possible in July, 1914, to prevent the war. Kautsky's view is that history will allot responsibility for the war and its continuance in the following order: First, the Kaiser and Crown Prince. Second, Ludendorff and Von Tirpitz. Third, the industrial magnates. Fourth, the pan-Germans. Commenting on the White Book, which Kautsky is preparing, Count Bernstorff says it will show the collective faults of the régime but not individual responsibilities, and makes the statement that "a sovereign is not responsible for the policy of his government." Such a statement might be true of a constitutional monarch, such as the King of England, but is ludicrous when applied to the ex-Kaiser of Germany, who claimed exclusive personal responsibility for the acts of the German Government and acknowledged accountability only to the Deity, from whom he derived his power.

# The End of the Struggle in the Balkans

Exclusive Photographs by MILORAD STANITCH, Six Years with the Serbian Army



Carrying a wounded Serbian back to a dressing station. The victorious operations which began in the middle of September carried the Allies as far as Uskub and proved to the Bulgarians the folly of further resistance. On September 29 the plenipotentiaries of the Bulgarian Government signed an armistice at Saloniki. The Allied armies had captured an immense amount of booty, and the armistice removed 300,000 men from the strength of the Central Powers.

Serbian soldiers guarding Bulgarian prisoners.



A regiment of Jugo-Slav cavalry going into action during the September offensive.



The beginning of the offensive by the First Serbian Army.



The Serbian War Ministry at Uskub.



# Sending Them to an Eternal Blighty

By LUCIAN SWIFT KIRTLAND, LESLIE'S Staff Correspondent



Far back from the front at an S. O. S. salvage plant, where the discarded clothing of the doughboys at the front is received for a thorough overhauling and renovating. The work is done largely by Hun prisoners. Only the best of the results of the salvage is sent back. This is as good as new. The next grade goes to workers on lines of communication and the rest to prisoners.



S. O. S. salvage station where thousands of uniforms and sets of underwear are completely renovated. This means a saving in quartermaster's supplies of many thousands of dollars a day. A dollar saved is a dollar earned and then some, if the cost of transportation is figured in with the idea that so much tonnage is saved for supplies in urgent demand by the Allied armies.

IT WAS in Petrograd, in 1916. A Britisher, who sometimes journeys to Cambridge University to lecture on the Russian people and their literature, was speaking of a dispatch by Percival Gibbon. (Gibbon is now in the British Navy.) He said: "Gibbon is the only writer in the world who can put the word 'flea' in a story and still make it—ah-h—respectable." An American might have said, "and get away with it."

Well, that was, as I said, far back in 1916. We have had revolutions since then—but I maintain that not the least (in fact one even more overpowering to grasp than the Muscovite's political overturning) is the fact that today any scribe, even unto the poet laureate, may even discuss a battalion of fleas with never a worry about his respectability or notoriety. Always it has been the first rule of British existence to carry explicit faith in the national ideal that anything which can't be talked about does not exist. But fashions change in what can and cannot be talked about. Back in Queen Anne's day a respectable Englishman wasn't allowed to refer to the legs of a piano with direct affirmation. By the Shades of the Old Contemptibles!



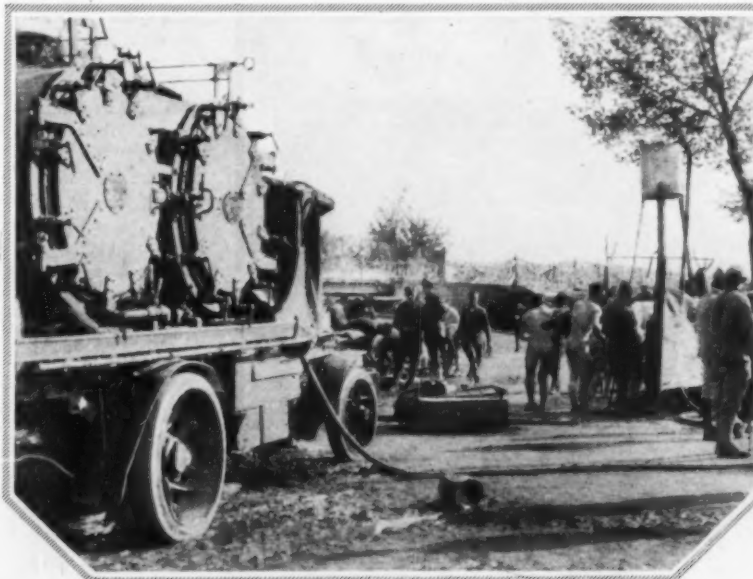
A dip after a hard day's work.

What changes this war has brought! If the subject has anything to do with the war, nothing is debarred from talk, except the possibility of defeat. With all the nurses, Waacs, and the thousands of other Englishwomen war workers living cheek by jowl with vivid reality, it has been impossible finely to differentiate between subjects which concern living and dying.

As any of those Americans, who joined the French Foreign Legion or His Majesty's forces, can tell, on the subject of pests—fleas, lice, rats, and mud—in the early days the general and satisfied idea was that these and many other kindred discomforts could be forgotten in the dismissal that such things have always been the companions of the soldier. But down in Serbia somebody discovered that a variety of louse was carrying the germs of typhus, and mud and dirt and trench feet were found to be on very close speaking terms with each other.

The Allies woke up not only to the theoretical recognition, but also, most practically, to the decision that whether or no cleanliness is next to godliness, it certainly should be next to, and surrounding,

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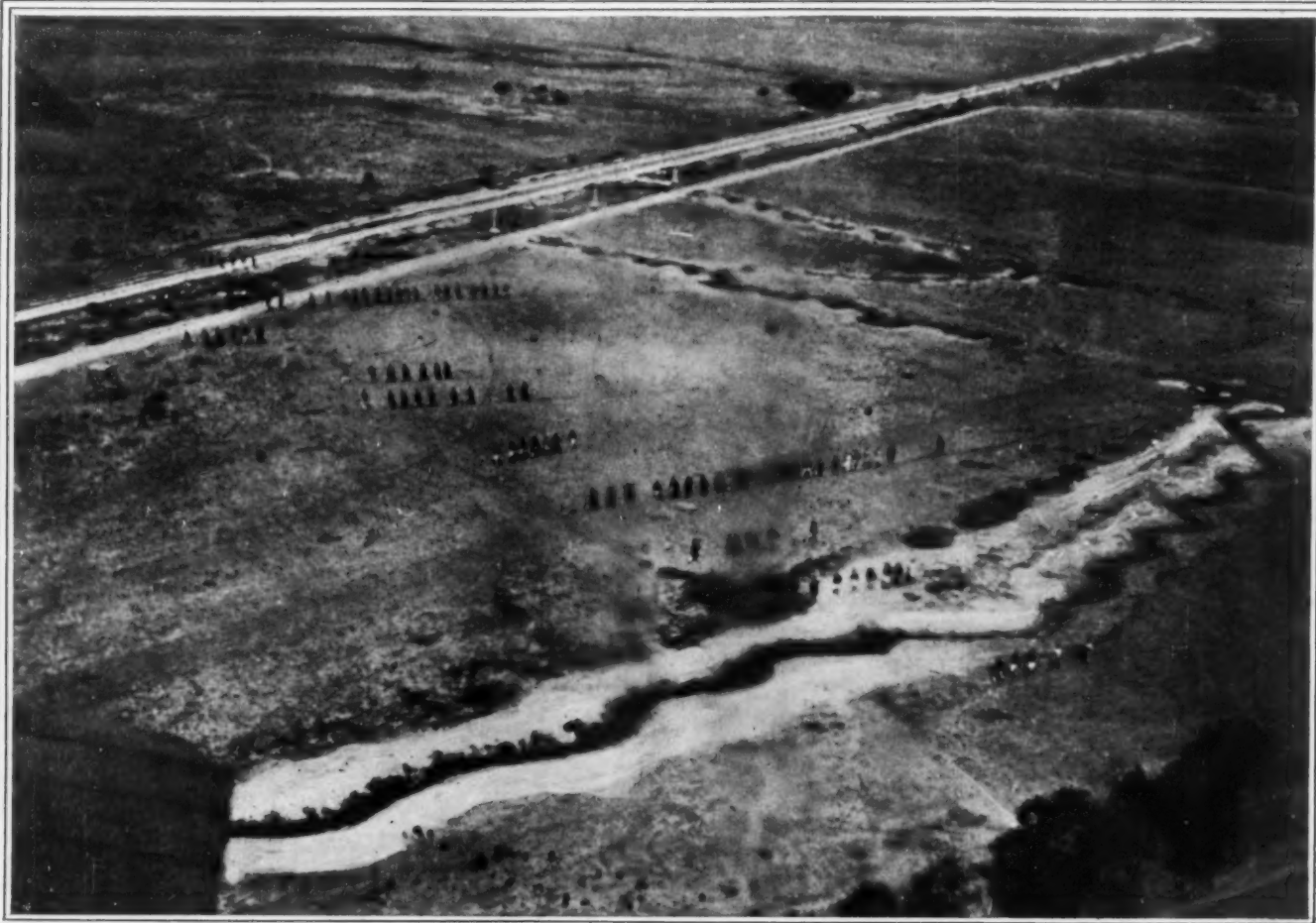


The portable shower-baths are always popular in American camps. In the winter these machines are set up in barracks. Cleanliness adds to the morale as well as to the comfort of the soldiers.



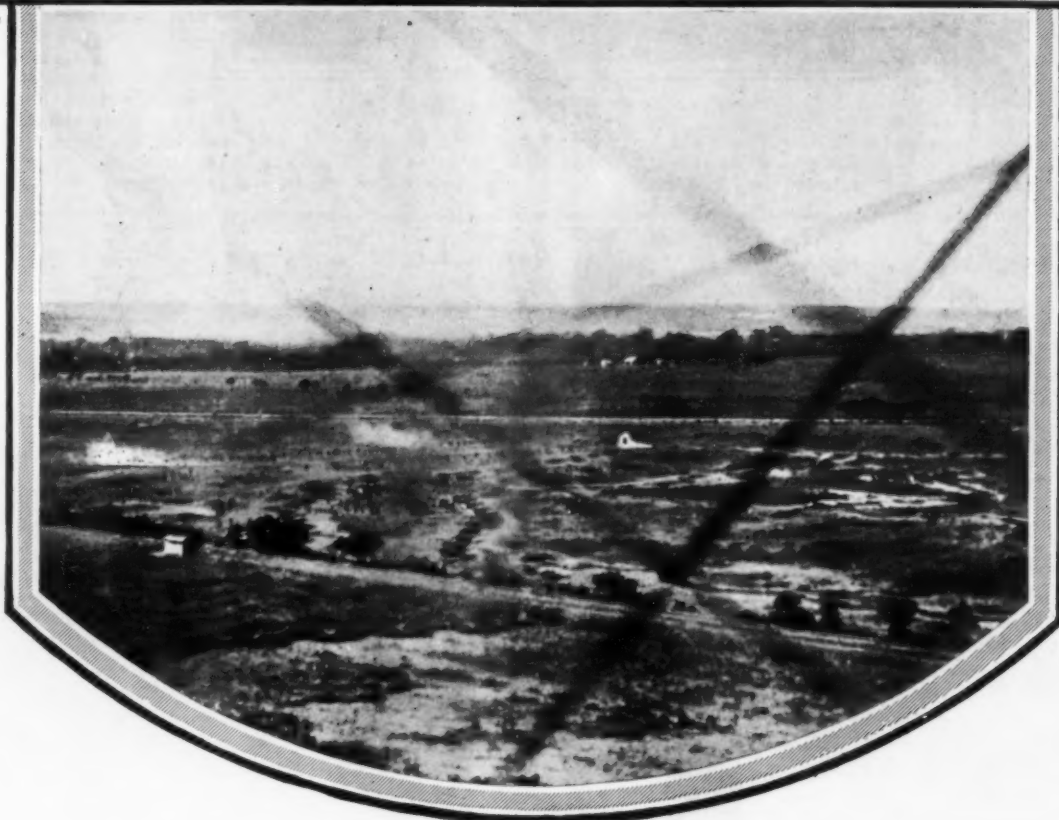
Doughboys all anxious to get a chance at the shower-baths which are combined with the large vermin-destroying machines, in which clothing is steamed in order to provide hot water.

# Wave After Wave Rolled on to Victory



PHOTOGRAPH BY INTERNATIONAL FILM SERVICE

These photographs, made from an airplane, give an idea of the open warfare which marked the last days of the American advance. The infantry is advancing in waves after the artillery has prepared the way with a rolling barrage. After an attack was well started the men often advanced so rapidly that the artillery could not keep up the pace with its support. Often, too, the work of the artillery was so effective that the infantry took its objective with little or no serious opposition.



American officers had the greatest difficulty in restraining the over-keenness of their men when they first took up front line positions and started over the top. The fresh, young, determined troops were not satisfied merely to gain their objectives and frequently ran into their own barrage. So eager were the men of the 27th Division at Bellicourt and St. Quentin that they did not stop to "mop up" captured trenches and many a man was hit in the back by skulking Germans.



# The Crusader of the South

By EDNA HOWELL

SUDDENLY out of the tawny dust and the dazzling sunshine the strains of Chopin's Funeral March struck courage into the marching men. Does anyone die when his work lives on, as this music lives? Do men's lives endure, like music, after they have passed? The men stepped out in rhythm. Back of them moved the huge camion that bore their dead comrade. At the great portal of the Campo Santo of Genoa the cortege paused. Then the men with shoulders well back, heads high with chins drawn in like chargers, moved on. The great bell of the Camp Santo began to toll, beat after beat, through the chords of the Funeral March. The old peasants standing by the gateway raised their hats, the women crossed themselves.

On the Historical Book of the City of Genoa, which records the names Cristoforo Colombo, Giuseppe Maria Garibaldi, Giuseppe Mazzini, was written, "Private Howard Sumerell Archer, U. S. A., A. S., nata, South Carolina, il 28 Agosto, 1895, morto, il 26 Agosto, 1918."

Perhaps little Howard Archer had pattered in school, "In 1492 Columbus crossed the ocean blue," the child's prattle barely lisped, yet pregnant with future prophecy. In 1918 Howard, a tall, broad-shouldered giant in khaki, crossed the ocean blue of Columbus, and his ashes will now intermingle with the great navigator's, in the soft twilights and magic dawns of the Land of Poetry and Story.

His comrades-in-arms bore reverently Howard Sumerell Archer, the young crusader, into the little chapel where altar and organ were banked with pale rose carnations and red roses. The men of his Section lined up the sides, filled to overflowing the little room, the colonel and lieutenant-colonel at the right. They were there to do honor to the simple private, a volunteer, who carried his Bible from a simple Christian home. Above the altar a bare cross hung, "Venite A Me." At the foot of the cross the casket of this crusader of South Carolina was laid.

The Stars-and-Stripes covered the bier, and flowed down to the pillows of white chrysanthemums with their scarlet geranium crosses. A British veteran chaplain, Captain Cobb, donned his sun-helmet for gown, and his low tones carried clear. "Tis my honor," he said, "to assist my American brother in this last sad ceremony—for the mother in South Carolina, for the brother in the hospital."

"Our Father—" The Amens rose as low notes from a distant organ from the lips of the men. Six stalwart soldiers stepped out and lifted the casket. The others, lading their arms with the carnations and red roses that covered the chapel's altar and hid the organ, slowly made their way out through the door and down the aisles of white monuments of the lower terrace. Far above on the mountains vibrated the wires, "15,000 prisoners—le truppe della Pensilvania, del Kansas, e del Missouri



The Archer Brothers.

hanno presso Varennes, Blainville, Vauquois e Cheppy."

"The faint echoes of Victory are vibrating the wires over thy head, O soldato Americano, dost thou hear?" the old gardener Angelo, walking ahead, whispered to the air. His own two sons had been killed in action the day before on the Grappa.

The Campo Santo of Genoa, at Staglieno, is laid on the inner curve of the surrounding mountains that sweep parallel to the waters of the gulf. It is known as the tenth wonder of the world for its monuments and works in marble.

In the city of Columbus is a cult of the dead that does not exist to the same degree in any other Italian city. There was the old peasant Bettina, who sold strings of

hazel-nuts at the Piazza de Ferrari, and saved up fifty thousand lire for her monument, carved by the artist Oregno. Life-size, with her braids of hair, and her

huge ear-rings, her frilled gown and fringed shawl and the strings of nuts in her hands, just as the piazza saw her day after day, year after year, she smiles down in white marble on the gardens below.

There is the chapel of the Raggio family, a miniature of the cathedral at Milan, spun lace in marble. The family have now placed their beautiful country villa at the disposal of the American contingent for a base hospital. Bettina, the peasant, from her pedestal in the gallery, looks down on the Conte Raggio's chapel from the level of eternity.

It is the land of marble, and art and sham art have wrought greatly. There is the little plot of "Fanciulli"—children, whose tender little feet have paused, to turn backward to the heaven from which they came. Angels in marble and little crosses mark each place, and lights, whose candles burn steadily, not only the relic of a pagan temple, but also a symbol of the living flame of affection.

Here is the plot of Trento-Trieste, with the tri-colors made in colored stones, a broad band against the earth. Here lies Pietro Filiaci, of the class of '99, who at eighteen laid down his life for La Patria. The earth is newly turned, and the soldiers lie close in their last trench.

Up the long stairway is the plot of the British soldiers, consecrated by William Edward, Bishop of Gibraltar. It has its wooden crosses and names in bronze where colonel lies beside private, and Sister Bailey between the lads she nursed. A rain-washed card on a soldier's grave bears, "With Christ. 'Tis far better. Mother." The flowers are faded, but a loving hand has arranged a small frame that now protects the card from the rain. Cypress trees have been planted. A Celtic cross, "In Memory of His British Majesty's Forces," has written upon it, "Until the dark day break, and shadows flee away." In the corner the plot was to have been reserved for officers, but "W. Ludwig, 14th Infantry Reg." and "Pte. Konyago

Yegi Mihaz, 29th Infantry Regt." reveal the heart of the generous Briton, for Austrian and Magyar wounded, who have died in the British hospitals in Genoa, are interred together in God's great Brotherhood. A squad from the Munsters, the green shamrock on their barrets, inter the dead. Our American dead lie beside their Italian brothers and Briton. The hands are no longer across seas, but hand in hand.

Far away in the corner on the downward slope rises a small slab, sacred to the memory of Ah Sam. No cross rises here, but a small cherub (undoubtedly such as are in the Celestial Kingdom) smiles over a chiseled pansy, and Ah Sam sleeps in peace. Farther on a Turk was given burial, was thrown into

his grave in a most un-Christian way by the Italian grave-digger, for his old enemy, the Turk, is always a Turk to him.

Continued on page 65



The first American soldier's grave in the city of Genoa.



The bereaved mother of the brave Crusader of the South.



The cortege leaving the chapel within the Campo Santo.



The Crusader's comrades hear taps sounded for their fallen friend.

# A Corner of the Christian World

*Exclusive Photographs Showing the Work of the American*



The town of Erivan in the Caucasus. The picture shows the River Zange, a very rapid stream, a tributary of the Aras River, draining the broad valley below the north side of Mt. Ararat of Noah's Ark fame. The picture shows the flat-topped mud-houses of the Armenians. At the top, right, is the home of the Armenian bishop. On the further side of the river are apricot orchards in pink blossom.



Armenian refugee men in the American Armenian and Syrian Relief Industry Work at Alexandropol washing wool. The wool is soaked in the stream and beaten with a club.



Armenian refugee men of the American Committee Refugee Industry at Erivan preparing bobbins of wool thread for the weaving machines. The spinning wheels, wool thread and the weaving looms were made and are operated by the refugees.



Armenian refugee women spinning wool at the headquarters of the American Industry office, Alexandropol. These women are all villagers who escaped from the Turkish massacres in Turkey.



# *that Must Not be Allowed to Perish*

*Committee for Relief in the Near East among the Armenians and Syrians*

The hay and cattle market at Alexandropol. In the winter the whole country is under snow and in the summer there is great heat. All the carts shown in the picture are drawn by oxen. Alexandropol was the main Russian fortress on the Turkish front. The American Committee for Relief in the Near East has an important center for its work. A campaign to secure \$30,000,000 to continue this work is being carried on.



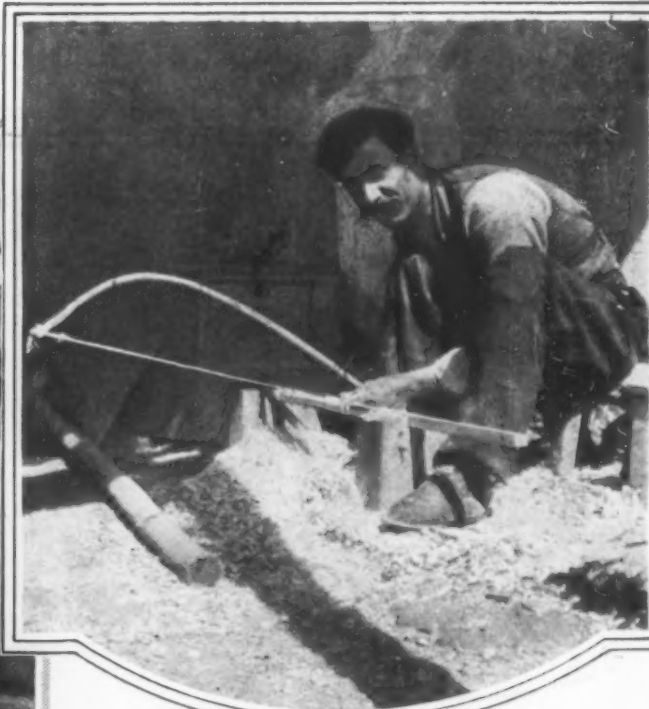
Tartar street porters in the bazaars at Erivan, also a Tartar fruit and nut seller with his store. The town of Erivan is half Tartar-Mohammedan and half Armenian-Christian.



In Etchmiadzin, these vehicles drawn by camels were used by the Russians against Turkey. The cathedral of Armenia is there and also the home of the Katholikos, the head of the Armenian Christian Church.



Armenian refugee girls in a refugee orphanage at Erivan in the Caucasus, learning to make native rugs. This rug-making is an old historic industry of the village women of Armenia.



Armenian refugee at Erivan—the carpenter in the American Refugee Industry. This man is turning chair legs with a bow the string of which goes around one end of the chair leg as he draws it backward and forward. In his left hand he holds the chisel.

## What Does a Maker's Tonnage Rating Indicate?

To be perfectly frank with you it indicates just—nothing.

There is no standard basis for the rating of trucks—so each maker sets his own and in each case it depends on his modesty or his tendency to overstate.

For example: We used to rate this Reo at a certain capacity—until we found that Reo users habitually loaded it to two or three times that, and with perfect satisfaction to all concerned.

Reo users were enthusiastically rating our truck to their friends at twice to three times the factory figures and proving their contention by their own up-keep figures.

The only real basis for rating a motor truck is in terms of ton-miles-per-dollar.

And until we know your particular requirements—the kind of materials you desire to transport or deliver, the distance, etc.—we cannot say whether this Reo in your hands would have a capacity of one ton or—five tons.

We do know that in many lines of business one Reo Speed Wagon is doing the work formerly done by one or two five-ton trucks.

Greater speed is the answer—moving more loads of lesser weight in a day.

Two features, that from the first, have given this Reo a tremendous advantage in efficiency and in economy of operation and up-keep are—pneumatic tires and electric starter and lights.

We mentioned "Ton-miles" per dollar as the only true basis for rating the capacity of a truck.

We should perhaps say ton-miles-per-day-per-dollar.

To carry more tons a given number of miles per day at a lesser cost, we must of course increase speed and at the same time reduce cost of operation and up-keep.

Low Up-keep is a Reo attribute—the very terms are synonyms in the minds of owners.

Especially is this so when the owner also happens to be running trucks of other makes parallel to his Reos.

That quality—Low Up-keep—is very largely contributed to by mounting this Reo on pneumatic tires.

When Reo first announced this Speed Wagon and featured pneumatic tires it produced a tremendous amount of "Sales Resistance."

For Reo was the first, you know, to adopt pneumatics. Now—several years later—they are all coming to it—fast.

Pneumatic tires reduce draft, thereby saving fuel. They permit any speed the law allows or your requirements demand.

We'd hate to tell you how fast some prominent owners habitually "route" this Reo!

Pneumatics relieve the chassis of all bumps and jolts and lengthen the life of all mechanical parts.

Repairs and replacements are vastly less than in a truck mounted on solid tires.

One thing that has been a bigger surprise than any other about this pneumatic tired Reo is—its tire economy.

Most folk forget that after a certain number of revolutions solid rubber tires do indeed become solid. Might as well be wood, for all the resiliency there is left in them.

And long after these have arrived at that consistency the pneumatics are still good for several thousand miles.

Perishable goods can be carried on this Reo, and at high speeds, that could not be entrusted at all to a solid tired truck.

The service of the electric starter and lights are of almost equal value though less easy to express in words.

Among them are, saving of the driver—he has much physical work to do in a day without cranking a motor repeatedly.

If he lets it run—and being human, he will—then you pay for a lot of fuel from which you derive no service.

Excessive wear on motor is another effect of letting it run all day—especially idle. Every rest—every time it is relieved of excessive heat—lengthens its life.

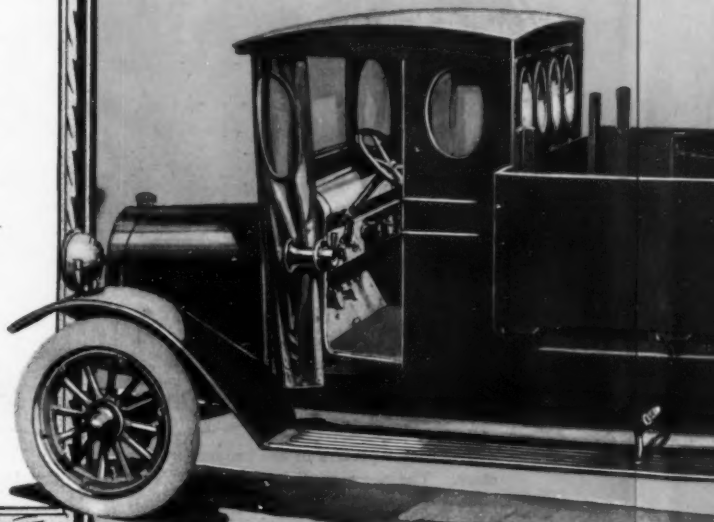
How any maker can, in the light of the Reo experience, conceive a truck without an electric starter is beyond our understanding.

Electric lights are also necessary—not merely desirable, but necessary.

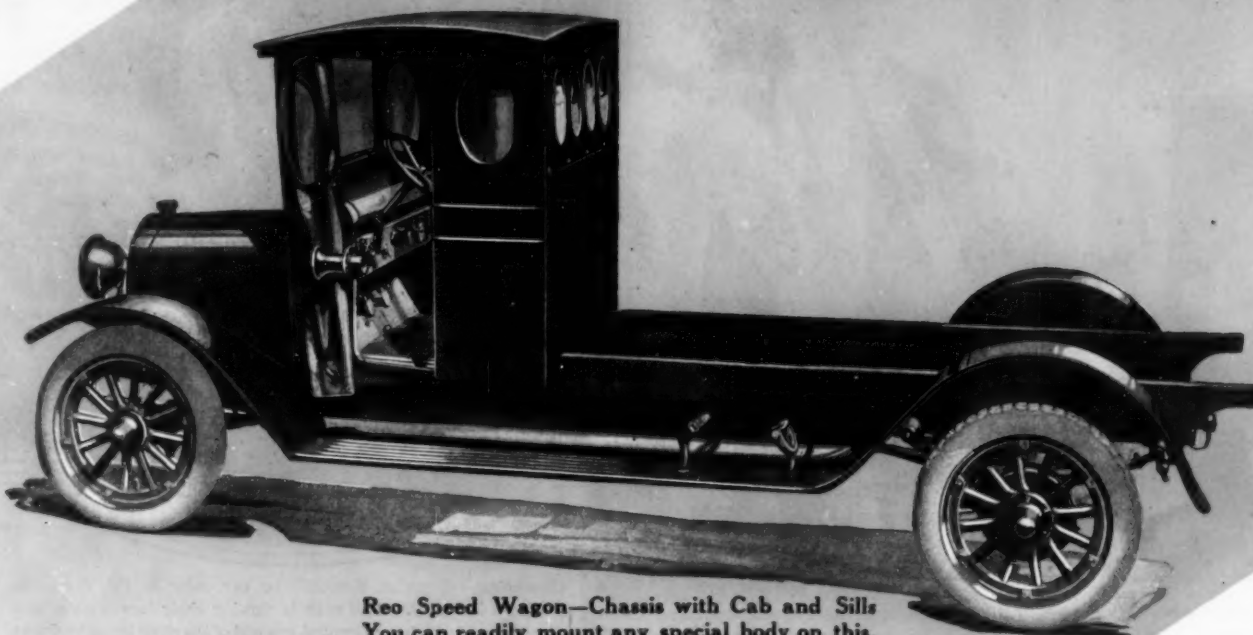
They show the way better, are more reliable and can be dimmed for city use or passing traffic on narrow country roads.

Leave it to your driver to decide which you shall buy—a big heavy, lumbering three or four ton truck on solids, or this sturdy "Speed-Wagon" on pneumatics—and he will instantly say—Reo.

# REO

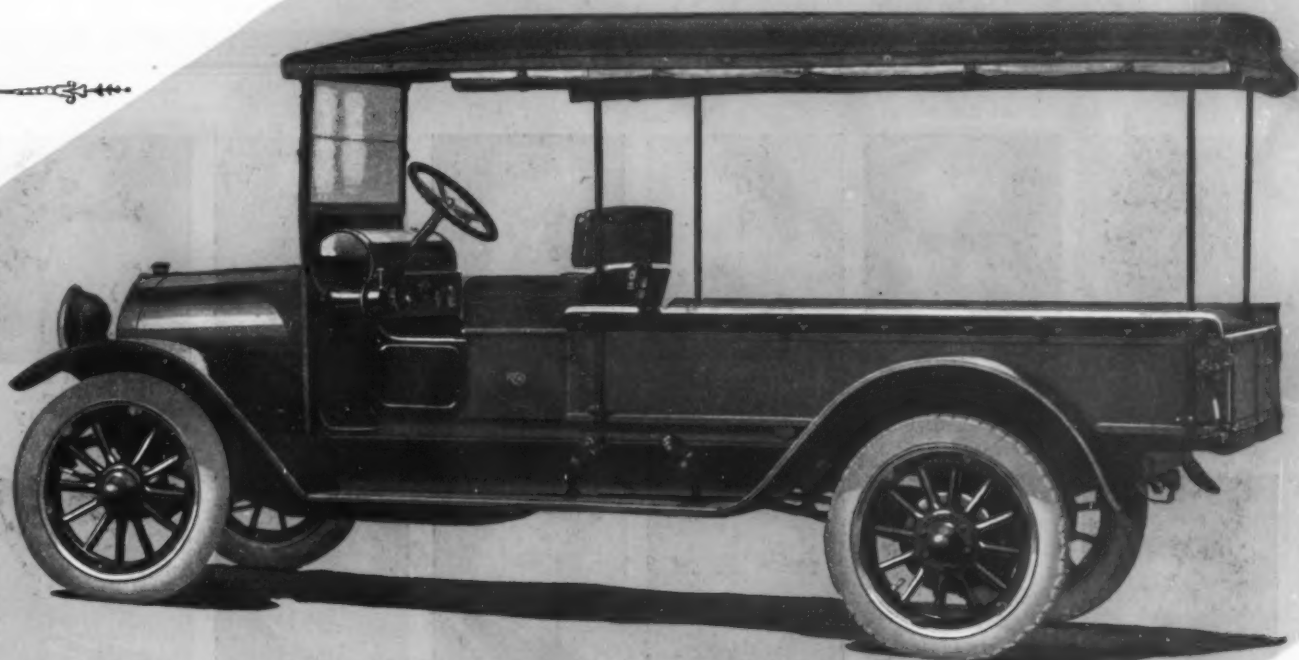


Reo Speed Wagon—Standard General Purpose Stake

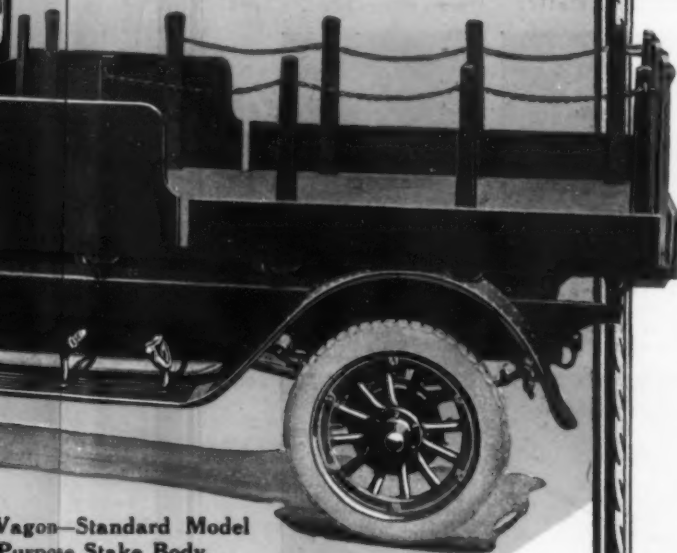


Reo Speed Wagon—Chassis with Cab and Sills  
You can readily mount any special body on this.





Reo Speed Wagon—Standard Model  
Express with Canopy Top.



Wagon—Standard Model  
Purpose Stake Body.

## On This Data What Would You Rate This Reo?

We give herein a few specifications of vital parts of the Reo Speed Wagon that you may, if you so desire—and we suggest you do—make your own comparisons between this Reo and other trucks rated at one ton and upward.

A maker's rating as we have shown, may mean much—or nothing.

What you want to know is—how much will it carry, over how many miles and at what cost?

Above all, how long will it stand up under the strain?

Now let us begin at the beginning and consider this Reo in terms of dimensions—carrying capacity—of each vital part.

No—the motor isn't the beginning—gear the truck down enough—either by gear ratios or small wheels—and a one-mouse-power motor could move it. Slowly, 'tis true, but it would move.

We'll leave the motor till the last.

Spokes in the wheels—that is the beginning. For in the last analysis, all the load, all the side stresses must be sustained by the spokes.

12 spokes of  $1\frac{1}{2}$ " diameter in rear wheels—12 of  $1\frac{3}{4}$ " in front; and Reo quality—"A" grade, second growth hickory.

Just caliper the spokes in other trucks—you need go no further.

But if you do, consider the springs—front  $38" \times 2"$ —9 leaves; rear  $40" \times 2\frac{1}{4}"$ —9 leaves.

Mere dimensions, prove little, however, in the case of springs. Spring quality varies greatly. So we will just add Reo springs are of Reo quality.

Now the bearings—Timken Roller thruout.

"50 per cent oversize" of course—that is the Reo standard Factor of Safety.

Wheel base is 128"—permits of proper distribution of load—any type of body—without excessive overhang or balancing load on rear wheels alone.

Tread is standard 56" of course—ideal for country as well as city and suburban work.

Length of chassis over all is 171".

Width over all is 66".

Dash to rear of frame 128". Frame width is 30".

Side frame members are  $4\frac{1}{2}"$  deep while sub-frame is  $3\frac{1}{4}"$ .

Don't overlook that sub-frame—it is one of the most important features in this Reo.

Relieves motor, transmission and other mechanical units of the stresses and strains of uneven roads. Adds to the efficiency, the strength and greatly lessens up-keep cost.

That is why Reo has always adhered to the sub-frame while others discarded it for less expensive construction.

Tires,  $34 \times 4\frac{1}{2}"$ —Plain treads on front; Nobby Treads on rear.

Now consider the motor.

First, this is a Reo motor. Reo designed and Reo made.

And it is the oldest four-cylinder motor in the world so far as we know. Which is another way of saying it is the most highly perfected as well as the most conclusively proven motor in existence.

Cylinder dimensions are  $4\frac{1}{4}" \times 4\frac{1}{2}"$ .

Valves are  $1\frac{3}{4}"$  diameter—that indicates power; and Reo design guarantees it.

Crank shaft, gears, Cam-shaft—all parts of this motor are in keeping—all "50 per cent oversize" according to generally accepted standards.

Driving gears are spiral bevel—in what other motor truck will you find them? Or the quality that is Reo?

Same is true of every part—even the fender supports are made for rough usage. This is a motor truck designed from the ground up as such—not a converted touring car.

Steering wheel, for example—17". Affords the leverage needed to handle heavy loads easily, at speed or on rough, rutty roads.

Compare this Reo point for point, with others—then set your own rating on it.

Decide for yourself how much more tonnage it will carry in a day or a year and at how much less actual cost.

And it will make good on that.

Price—another surprising comparison—\$1325. for chassis with driver's cab and sills as shown at left.

With standard express body, \$1350. With stake body, \$1375.

Prices quoted are F. O. B. factory plus Special Federal Tax and are subject to increase without notice.

REO MOTOR CAR COMPANY  
Lansing, Michigan

"THE  
GOLD STANDARD  
OF VALUES"

# The Roll of Honor



Capt. K. R. Varney, San Francisco, Calif., U. S. Tank Corps, killed in action in France.



Lieut. G. O. Burrell, Lexington, Ohio, 148th Inf., died from wounds received in action.



Lieut. Alan Nutt, Cliffdale, N. J., fell to his death from airplane near Drilancourt, France.



Lieut. Henry E. Fulghum, Hapeville, Ga., killed in airplane accident in France. Age twenty.



Lieut. Seth C. Hetherington, Phila., Pa., recently killed in the Argonne Forest.



Maj. William Dale Stepp, Trenton, Mo., recently killed in the Argonne Forest drive.



Lieut. James H. Claxton, Montezuma, Ga., 82nd Division, recently killed in action in France.



Lieut. Farley W. Moody, Tuscaloosa, Ala., fell in the fierce fighting in Argonne Forest.



Lieut. H. B. Slaymaker, Peabody, Kansas; killed bravely leading his men in the Argonne drive.



Lieut. Robert E. Thompson, Temple, Tex. Won high honors as aviator. Killed in action.



Lieut. James S. Kinnear, Newman, Calif., killed in airplane accident at San Diego, Calif.



Lieut. Col. Wm. E. Holliday, U. S. A., one of the highest ranking regular army officers killed.



Lieut. Oliver W. Prescott, Sheboygan, Wis., recently killed in the severe fighting in France.



Lieut. Henry L. Hulbert, Hull, England. Received D. S. C. for bravery, killed in action.



Lieut. Francis W. Payne, Charleston, W. Va., 26th Inf., recently killed in action near Soissons.



Capt. Orville L. Arnold, Sparta, Wis., killed bravely leading his men against the Huns.



Lieut. Charles G. Crittenden, Oswayo, Pa., died from wounds received in France.



Lieut. Charles J. Newland, Cadillac, Mich., killed in the fierce fighting in the Argonne Forest.



Lieut. Floyd S. Stroanider, Waynesburg, Pa., 315th Regiment, killed in action in France.



Lieut. Donald M. MacDonald, St. Joseph, Mo., killed leading platoon, against machine-guns.



Major Oscar Miller, Los Angeles, Calif., recently killed bravely leading his men in action in France.



Orrin F. Hartle, Lucinda, Pa., machinist's mate, killed in an airplane accident at Turin, Italy.



Lieut. James J. Sykes, Charlotte, N. C., killed when airplane fell behind the German lines.



Lieut. Hobart E. Burke, Muskogee, Okla., 27th Div., died from wounds received in action.



Lieut. Royal C. Harrington, Tyler, Tex., 358th Inf., recently killed in action in France.



Lieut. Robt. A. Gilmer, Anderson, S. C., 371st Inf., killed in the fighting in the Argonne Forest.



Lieut. C. J. Ross, Titusville, Pa., American Balloon Corps, killed in an accident in France.



Lieut. Ferdinand Regenbrecht, Sealy, Tex., recently died from wounds received in action.



Capt. James C. Kenady, Dexter, Mo., died from wounds received in Argonne Forest.



Capt. Edward W. Leonard, Grand Rapids, Mich., recently killed in the Argonne Forest.



# Stretching the City Streets

Motor Department

Conducted by

H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks, delivery wagons, motorcycles, motor boats, accessories or State laws, can obtain it by writing to the Motor Department, LESLIE'S WEEKLY, 225 Fifth Avenue, New York City. We answer inquiries free of charge.

THIS is what must be done if we are to accommodate the increasing automobile traffic. Ever since the automobile was proved to be a universal necessity, we have been hearing frequently of the "saturation point," or the number which could be absorbed by the buying power of the public. It seems now, however, that the capacity of our city streets and parking spaces will be reached long before the saturation point of such cities will have been attained. In some of our larger and older cities the traffic problem has become a vital one and, at certain times of the day, the vehicle which has revolutionized transportation through its superior speed is forced to crawl at a pace of which even an amateur pedestrian would be ashamed.

Here is a condition which strikes at the very vitals of our new mode of living, for expensive delivery equipment becomes of little avail if its effective work is cut in half by traffic delays. A statistician could produce illuminating figures, showing the interest loss alone occasioned by forced stops and reduced speed of passenger and commercial vehicles otherwise capable of performing this work in one-fifth of the time now required under "modern" street conditions.

The automobile is the vehicle of the masses—not of the classes. The poorest day laborer depends upon it for the prompt and economical supply of his food and other necessities and therefore, any laws operating to the benefit of the car or truck owner are mass—not class legislation.

New York is confronted with an especially difficult traffic problem because of the greater congestion of the metropolis and the fact that there are but few main north and south streets—the directions in which a great majority of the traffic travels. But these problems will be found to a greater or less degree in the majority of the smaller cities and towns, and the solution of such problems, therefore, becomes a matter of nation-wide interest. We can train traffic officers, devise signals, and educate the drivers to the advantage attained by taking advantage of the last inch of space between leading and adjoining vehicles, but the city street is inelastic and can accommodate no more lines of traffic than the rigid distances between curbs will permit. Residence streets may be widened, but traffic is seldom congested in such districts. Business streets have already been widened to their limit by the removal of all encumbrances, projecting entrance steps and other obstructions occupying city property. No longer is the merchant allowed to display his wares in a show case set in the middle of the sidewalk, nor are trunk and furniture exhibitions held on the curbstone. Increased sidewalk space has been provided for the pedestrian traffic which has by no means grown in proportion to the number of vehicles using the roadway.

It is no uncommon sight to observe, in our larger cities, a greater number of vehicles passing a given point within a stated period than of pedestrians who will pass the same section on both sidewalks—and this with a total sidewalk space which in many instances equals the width of the roadway! The average vehicle occupies a space ap-



Two years ago the intersection of Fifth Avenue and 42d Street was probably the most congested corner in the country. Today vehicular traffic is nearly doubled, while the growth in pedestrian travel has not increased to that extent. More roadway and less sidewalk space has proved the solution of many similar problems in the large cities.

proximately equal to that required to accommodate from thirty to fifty closely-packed pedestrians. To be consistent, therefore, with the comparative allotment of sidewalk space, the pedestrian traffic should be some five thousand persons greater than the vehicular traffic—a preposterous and impossible condition which has never obtained except on our now historic gasolineless Sundays.

But granted that pedestrian traffic is five times greater than vehicular traffic at that same point; even under such conditions, which seldom prevail in the busy streets of a city, the sidewalk space should be but one-eighth or one-tenth of that devoted to the highway proper, and to such restriction of sidewalk width merchants surely would not object, for the passing crowds would be directed nearer the show windows, which, in real estate, experience proves represent the greatest rental asset. But logical as so extreme a narrowing of sidewalk might seem, we need, in reality, take no step quite so radical if we consider an imaginary lane six feet wide as sufficient to accommodate one continuous line of vehicles, and a five-foot imaginary safety zone in the centre between the lines moving in opposite directions. We will find that a fifty-foot roadway will accommodate four lines

in one direction and three in the other, with a three-foot margin, and inasmuch as two of these lines—one in each direction—will probably be composed of stationary vehicles drawn up at the curb, we will be able to have five lines effective so far as traffic is concerned. By narrowing the sidewalk of such a street only three feet, however, we can increase its effective traffic capacity by twenty per cent., for this amount, added to the three-foot margin already available, will provide for another stream. In like manner a nine-foot increase in width will

provide for two more traffic lines.

Were pedestrian traffic regulated as systematically and effectively as is vehicular traffic, were sidewalk loading discouraged and an attempt made to make foot "passengers" keep to the right, the loss of a few feet of sidewalk space would scarcely be noticed. Such changes, of course, should not be made indiscriminately but only as required by local traffic conditions after a thorough and expert study has been made of every factor that enters into the situation. But where the need is great, such suggestions will be found to be eminently practical, and radical only in so far as they may seem to deprive the pedestrian of his "rights" to wander about a valuable and highly-taxed area as great in proportion as that required for the dozen or so five-ton trucks employed in hauling his provisions and all other material which makes existence possible in the 20th century.

## This Year's Shows

We have already stated that there would be no national automobile exhibitions this year. By national exhibitions we mean those sponsored by the National Automobile Chamber of Commerce and other organizations of vehicle and accessory manufacturers. New York is to have an exhibition, however,—and it will be a big one. It will be held in Madison Square Garden, the home for years of New York's finest automobile shows, and will extend from February 1st to the 15th. The first week will be devoted to an exhibition of passenger cars and the second week to trucks, both under the direction of the local New York dealers. Thus, the show will, in no sense, lose its national aspect. New York is so representative of the motor car industry, and possesses so many dealers with such a variety of types of cars that the show in all probability will rival those which heretofore have been sponsored by the manufacturers' rather than by the dealers' organizations.

## Questions of General Interest

### Removal of Truck Restrictions

D. F. D.: "I understand that the restrictions on passenger-car output has been lifted considerably so that 75% of production during the same period as a year ago is now permitted. What regulations cover the truck output?"

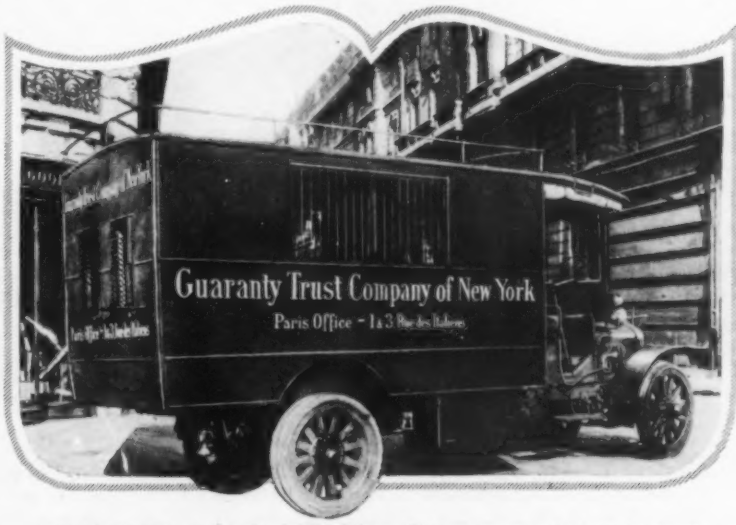
Truck makers, through a recent order of the War Industries Board, may return to a production of 100% of their output of a year ago. Of course, the truck industry was not so seriously curtailed as was the passenger-car business, and therefore about the same proportion of return to normal can be expected in each case.

### Airplane Engine Weight

K. F. S.: "What is the usual weight of an airplane engine in relation to the power which it develops? Is there a limit which our airplane designers feel cannot be exceeded?"

The Naval Consulting Board, which passes upon all matters submitted to it regarding instruments of warfare, has

Continued on page 60



The older the city, the less the traffic facilities. This modern motor bank on the streets of Paris must be designed to negotiate sharp and narrow turns if it serves all clients.

# The Doughboys' Good Luck Tokens



The American soldiers believe in the God of Luck. To Joe Greer of the 69th, he is represented by a razor which proved a life-saver at close quarters when a Hun tried to "get" him.



Perhaps the most popular jinx frightener was the photograph of a sweetheart. At least William H. Hawkof of the 309th Casuals believes that the one he carried kept him safe from the Hun's bullets.



Charles Jones, Co. B, 18th Infantry, believes that the trinket that kept his skin whole was a locket with his mother's photograph which she gave him when he sailed overseas.



Albert F. Bruno of the mobile degassing unit No. 1 isn't superstitious, but he puts his faith in the epaulettes of the German officer he captured.



Private Fred Flagg of the 103d Infantry decided never to part with the piece of shrapnel the surgeon removed from his arm.



Sam Levin of Co. K, 54th Infantry, put his trust in the old reliable horseshoe which brought him through all his battles in safety.



Arnold Mitchell, Medical Department, 38th Infantry, gives all the credit for his safe return to the good old U. S. A. to the lock of his girl's hair.



Sergeant Francis McGrail, Co. M, 102d Inf., carried the buckle from the belt of a German officer. It was inscribed "Gott mit Uns." McGrail says the German was mistaken—at least Gott wasn't mit him enough.



Private Friedman of Co. D, 39th Infantry, says the luckiest omen he knows is a sure-fire automatic. He captured the one in his hand from a German officer.



Ralph Picot, Co. B, 104th Engineers, believes that his life was saved by the two rings he is wearing, which were given to him by a French girl with a wish that he might live to wear them back home.



# The Right Road in Russia

By FLORENCE McLEOD HARPER

NOTE—As a correspondent for LESLIE'S WEEKLY, Mrs. Harper traveled extensively in Russia in 1916-1917. She is a close student of Russian affairs and her deep appreciation of the finer qualities of the Russian people makes her a sympathetic supporter of the real patriots in that stricken country.

THE Russian situation to the ignorant seems a hopeless muddle; to the informed it is clear. If America would understand it, let her not ignore the law of compensation and let her fully realize that she has a great part to play in European politics, whether she wishes to or not.

European Russia now is governed by the all-Russian Soviet, which is the headquarters of Lenine and Trotzky. Local soviets act as subordinate and local governments in each town and village. On each of these local soviets is a representative of the all-Russian Soviet. This representative is the spokesman of Lenine, Trotzky & Company. If the local soviets disagree with him, word is sent to Moscow and a punitive expedition of Red Guards is sent to that locality and, depending on the degree of insubordination, punishment is meted out. Sometimes it is merely a fine, and sometimes the village is given to pillage and all foodstuffs are taken from the peasants. In this way many millions of people are terrorized and kept in subjugation by a few thousand. The vast bulk of the population lives in the country, not the towns. They can be described as neutral, because they do not understand enough about it to know what Bolshevism means; they want order and do not care what party brings it. Bolshevism to them at first meant peace, so they were for it. Now they see that order did not come with peace, so they are against it. But with the Bolshevik régime came the abolition of taxes, and no military service, which pleases them very much indeed. So they are swayed one way, then another, knowing only that, after all, the Tzarist régime was not as bad as they imagined a year or so ago. From this state of mind is springing a reaction that is growing rapidly, and eventually will lead them to an absolute monarchy again.

The demobilization of Germany will set free thousands of trained men whose first thought will be the future. The Bolsheviks need these men, and will easily procure their services. They can afford to pay them very well, and these men will supply what is so badly needed by the Bolshevik administration, organization and skilled labor. Once this takes place, and there is nothing being done to stop it, the Allies and America will not only have to equip a large Russian army of anti-Bolshevik volunteers, but will have to send in many divisions of their own men. They will not be able to avoid this; there will be no other course of action for them to pursue. The menace of Bolshevism must be removed before even temporary peace of any kind will come to the world. Once the Bolshevik régime is strengthened by German skilled labor, organizers, mechanics, engineers, etc., the whole world stands in danger of being swept by the plague of anarchy, and America will not be immune.

That is Bolshevism; another and a better word is anarchy, which means disorder, misrule, confusion, want of government, lawlessness, reign of violence; all of these are applicable, and all are true. From this, it is clear that the Russian problem is first of all one of military organization; politics has nothing to do with it. The only remedy is, as I said, the recreation of an anti-Bolshevik Russian volunteer army.

During the last two months a program was placed before the British Government, in the person of Lloyd George, and the French Government, represented by Clemenceau and Marshal Foch. This program was heartily endorsed by them, the main point of it being first of all a united Allied policy toward Russia. A great advantage that Germany possessed was in having one supreme command, and until the Allies followed her example things went very badly with them indeed. Let them adopt the same policy toward Russia. Let them adopt a definite united program and stick to it. This will have the advantage of showing the Bolsheviks (since I don't consider it possible that that policy should include the recognition of the Bolshevik party) that the Russian anti-Bolshevik party has the moral support of the Allies and America.

We all know what was the effect upon Germany of the moral support of America

for the Allies. This united policy would also do away with the attempts of exploitation of Russia on the part of any one of all the Allies. The British have tried to form a company for trading with Russia. This failed because it excluded the Russians themselves. They did what America is trying to do and America will learn the lesson that it can not be done.



The gate through which the Moscow Bolsheviks entered the Kremlin in the struggle with Cadets in which the Kerensky government was overthrown.

I refer to the company formed by the War Trade Board in Washington backed by government money for trading in Siberia and Russia. The formation of such a company at this time is disgraceful. It is just as if, when Belgium was passing through her darkest days, America should have said, "No, we won't help you, but we will do business with you."

This united policy would do away with all talk of Japanese influence in Manchuria and eliminate all party squabbling over Russian and Siberian trade which seems to be the great stumbling block at present. That was the first part of the program.



Refugees waiting patiently at a railroad station on the trans-Siberian railway for a Bolshevik run train—one that gets there when the crew decides to arrive.

The second part of the program consisted in the request that the Allies themselves appoint Russian generals who have their confidence, as well as the confidence of the Russians themselves, to take full charge and be their representatives in the carrying out of their definite policy. Through these generals, help in the way of equipment for the Russian national army was to be distributed. In Siberia at present, there are between two and three hundred thousand Russian volunteers waiting for arms and equipment. The lack of these is the only thing that prevents them advancing beyond the Urals and driving out the Bolsheviks. They are still waiting. The Allies should recognize these men and these men only. In this way all parties in Siberia would be united; once the Allies come out with strong support of one military leader or one group, all attempts at local dictatorship, such as that of Semenov, recently, would be stopped. This would insure the lines of communication being kept open, and allow the sending into Siberia of Allied engineers to work with the Russians in transporting the necessary materials to the west.

There is nothing extreme in this program in any way. It is a sensible, simple plan which could be acted upon immediately and successfully; also a plan that is totally divorced from politics. Needless to say this plan received the complete endorsement of Lloyd George and Clemenceau and Marshal Foch as well as the members of the Supreme War Council at Versailles on one condition, and that is that it receive the endorsement as well of America. America, however, did not see things in this light. For reasons best known to itself, the Administration promised nothing excepting that the President would bring up the matter at the peace conference. This promise can not be overlooked, since the subject of Russia can scarcely be avoided at the peace conference.

Of course, the non-cooperation of America will not prevent France and England and Japan from carrying out this program. It will delay matters, but in the end the Allies will be forced to take action along these lines. The question of assisting Russia and helping her fight her own way out of the terrible condition she is in is of great importance for the peace of the world.

The present is the Cross of Calvary Russia has to bear in expiation for the crimes of the past. You must understand that if through decades the Government based its actions on violation and injustice toward the masses, and also of exploitation of the majority in favor of a small minority, then at the moment of the destruction of the physical force, the only force which sustained the minority, the same principles of violation and injustice will rule throughout the country. History knows such examples and calls them the decay of empires. This has nothing in common with a revolution, because it is characterized by the low standard of the morals of the masses. A revolutionary period is a time of self-sacrifice of the masses of the population for human ideals, of the rise of patriotic feelings, of national self-consciousness, as is shown by the invincibility of the revolutionary armies, which are led by noble leaders; and these leaders never act for self-interest. A period of decay of empires, on the contrary, excels by the low morals of the masses, by the general tendency for self-enrichment, by the cowardice of the army, the disappearances of national self-consciousness, and by the exchange of the noble leaders for insignificant personalities who prefer royal beds to their usual humble dwellings. Based on this I affirm that Russia has not had and has not a revolution. She is only living through the most humiliating period of her history, of the decay of a great empire, which is the consequence of the fundamental principles of the crimes committed by the old régime.

Looking at what is happening in Russia, and leaving aside unnecessary details, three great movements will be observed. The extraordinary growth of the influence of the church is the first. As you know, the Bolsheviks are composed largely of a Jewish and foreign element, consequently a movement to suppress the church was noticeable at first; but the peasants, terrorized as they were, resisted this even to the point of ejecting armed Red Guards from the churches and cathedrals, which the Guards had orders to search. That these Red Guards were foreign is proved by the fact that when they came into the churches they didn't take off their caps. Russian

Continued on page 60



## Before God— We are responsible for their future

**T**HE whitening bones of millions of massacred men, women and children are strewn the plains of Asia Minor.

From the town of Harpoot eighteen thousand persons were deported, mostly women and girls. *Deported*—driven for endless miles over deserts in bitter cold and parching heat, their mounted guards, ex-convicts, criminals, ruffians.

At the end of sixty-four days the survivors, one hundred and eighty-five out of the eighteen thousand, staggered into a town hundreds of miles from where they started. Covered only with rags they were shuddering skeletons, half dead of their suffering, half blind with starvation.

The story of Harpoot is the story of hundreds of towns in the Near East.

There are four million of these refugees. They have not even a crust of bread unless we provide it. Four hundred thousand of them are orphaned children, little more than babies, helpless, resourceless, hungry. Seventeen cents a day, five dollars a month, sixty dollars a year will keep the breath of life in one of those emaciated bodies.

It will take thirty million dollars to care for their immediate needs in food and clothing, and buy tools, farm implements, seeds, live stock to put them on a self-supporting basis within the year. This is the work we have to do—to raise that thirty million dollars—and to raise it now before the survivors perish.

For the honor of America we cannot let their misery go unheeded. They have passed through unnameable hells of suffering. Before God we are responsible for their future. This is our work. Are you ready?

Every dollar subscribed goes to the Relief Work—All expenses are privately met—All funds are cabled through the Department of State—All funds are distributed through U. S. Consuls or American Agencies—Our Government is prevented from giving aid—The Red Cross is not organized for Relief Work in these sections.

Make contributions payable to Cleveland H. Dodge, Treasurer

### American Committee for Relief in the Near East

(Formerly American Committee—Armenian-Syrian Relief)

1 Madison Avenue

New York City

This space contributed by

H. J. Heinz Company, 57 Varieties Pure Food Products

## The Right Road in Russia

Continued from page 59

Red Guards or peaceable Moujiks will never keep their caps on inside a church. A few priests have been killed. This was almost unavoidable, but on the whole there has been a tremendous and decided strengthening of the influence of the church over the people.

The conviction of the necessity of a united Russia and the tendency toward the realization of this idea, which is based on geographical and economical facts which are always more powerful than mere political theories, is the second. America constitutes a unique example of different nationalities and allows no self-determining nations inside her own boundaries and yet her voice is the loudest among those crying for the self-determination of small peoples. From whatever standpoint the question is observed, every new language, every new frontier constitutes a new obstacle artificially constructed on the way of human progress.

Third, the general weariness of the masses from the terrible situation from which the masses themselves had to suffer most, because they were not able to foresee events and to hide in remotest corners of Russia and abroad as did the more intellectual ones; the masses stayed in their homes and died.

Russia has known only two governments: absolute monarchy and absolute

anarchy. The childlike psychology of the peasant says life under the monarchy was hard but possible, because property and life were sacred; anarchy on the other hand, destroys both, so the direction that the minds of the people will take becomes quite evident. There is a strong current toward the restitution of a monarchy. This can only be avoided if the possibility of life under a government other than a monarchy is demonstrated to the people. There is only one way that this can be done. The reaction is growing stronger every day until it is threatening to sweep away not only the Bolsheviks, but also all parties whose program is composed of a safe middle course of democracy. I repeat, this can only be avoided in one way and that is by the restoration of order throughout the country and the recreation of the national army. This problem of the restoration of order must be faced frankly and courageously. The facts are these as far as American citizens are concerned: either you are pro-Bolshevik, and that is pro-anarchist and pro-German, or you are not; if you are pro-then carry a red flag up Fifth Avenue and cheer for Germany. If you are against anarchy, then realize the danger and acquaint yourself with the truth, and take measures that will insure a peace of law and order for the world.

## Stretching the City Streets

Continued from page 57

announced that the weight of an airplane engine which should not be exceeded is 2.4 pounds per horsepower. This includes the engine as a complete power unit and covers the weight of the propeller, the shaft and the reduction gear and starter, if used. The weight without this equipment should not exceed 1.7 lbs. per h. p.

### Leaks and Freezing

R. O. F.: "I have repaired my radiator with one of the well-known preparations on the market, and this has seemed to stop several small leaks which had occurred. Can you tell me if any of the anti-freezing solutions will affect this repair?"

This will depend largely upon the kind of radiator cement which you have used, and the type of anti-freezing preparation employed. As a rule alcohol or kerosene will not affect repairs made by the radiator cements in question. Some manufacturers of radiator cements also prepare an anti-freezing mixture which is especially designed to neutralize any action which its ingredients may have upon a repair made by the radiator cement of the same brand. It is better that you get in touch with the

manufacturer of the radiator cement which you have used and ask for his views.

### Short and Long-Run Mileage

T. F. L.: "Why is it that an automobile universally shows better gasoline economy when on a long run than if the same distance is covered in a series of intermittent short runs? It seems that the power required to cover this distance should be the same."

You are in error in supposing the power required is the same. Much greater power is required to lift a heavy mass from a standstill to a speed of, say, twenty-five miles an hour, than is necessary to maintain that mass moving at that continuous speed. In other words, every start necessitates a waste of power. Furthermore, the gasoline which we now obtain requires heat to vaporize it thoroughly, and in lieu of that heat on a cold engine we must use a very rich mixture. This mixture must be so rich, in fact, that a cold engine may run for the first few minutes at the rate of two or three miles per gallon, whereas when it is warm and driven at constant speed, it may deliver fifteen or sixteen miles per gallon.

## Relation of Good Will to Profit

Continued from page 41

Service may take the form of superior distribution. If the product is a machine, service may be a national system of repair stations.

In food products, uniformity of taste is an appreciated service.

It is possible, of course, for the service to be some physical superiority of the product, protected by patents, as for example, the safety of a revolver, the peculiar character of a shaving cream or dentifrice, or the advanced design of a truck axle. But service of this sort is more unusual than is generally supposed. Actual physical superiority, which frees a manufacturer from competition, is an ideal which many have dreamed of but which few have realized.

If it is accepted that good will is essential to profit, then it becomes a matter of first importance for the managements of

big business to so direct their policies as to insure the building up of a national good will commensurate with the magnitude of their business.

It is impossible to state any fixed rule to follow in striving for a national good will. Each manufacturer must chart his own course. He will not find the answer in his factory costs sheets, in his organization diagrams, or in financial manipulation. The solution lies in a profound understanding of the needs, desires and psychology of the people who buy and use his product. If he lacks such understanding—if his sales policy is not based upon just as concrete a willingness to serve as that of a corner grocer—he will sooner or later find that the great fabric of his concern has never possessed the vital spark of successful business-profit earned through the consumer's good will.





*L'Arc de Triomphe, Paris*

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# ANNOUNCEMENT

**W**E are again resuming quantity production on Goodyear Passenger Car Tires for private use.

The shortage of these tires that existed during the period of war was inevitable.

Promptly upon America's entry into the war, Goodyear devoted great effort to the production of gas masks, airplane, automobile and truck tires,

balloons and dirigibles, urgently needed by our army and navy.

This, of course, necessitated a cut in our passenger car tire output, for general distribution.

Later, there came the Government order limiting all tire makers to 50 per cent of their normal output.

This restriction has since been amended.

So, as normal conditions are being restored, we are increasing our production steadily in an effort to meet the greatly increased demand for Goodyear Tires.

However, to insure prompt delivery, we suggest that you estimate your near-future requirements, placing your order now with your Goodyear Service Station Dealer.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

**GOODYEAR**  **AKRON**



### Stop Snuffling!

Sneezing, hawking, spitting and coughing. Why do you have catarrh anyway? You were not born with catarrh—you contracted it. This offensive, unwholesome, disagreeable complaint fastened itself upon you and grew. Nature in trying to prevent more serious consequences due to the congestion in your body, finds an outlet for the accumulated waste, by way of catarrh. You cannot get rid of it the way you are going—sprays, lotions, snuffing powders, drugs and medicines won't stop it. You know catarrh leads to other troubles—serious ones—throat, lungs, stomach, intestines—all become affected. You can never enjoy good health if you have catarrh; you won't be efficient in anything as long as you have catarrh, and it detracts from your personality to be hawking and snuffing around others.

#### BUILD YOURSELF UP

Be Clean—Wholesome—Healthy—Virtue. Go at it the right way—Nature's way: no drugs, no medicines, and you banish catarrh from your system. Let me show you how by my method of health building, body developing, called

#### STRONGFORTISM

Its practice never fails—it builds new tissue, gives brawn and muscle, it invigorates heart action, strengthens kidneys, and makes the bowels move by their own natural strength. It makes every organ in your body putate to health. Under this kind of influence, catarrh quits for good, so will constipation, indigestion, nervousness, palpitation, rupture, rheumatism, weak heart, poor memory, physical weakness, vital losses, short wind, and all sorts and kinds of ailments and disorders.

If you are too stout or too thin, flat chested, or round shouldered—Strongfortism will alter it. It will make you grow in vigor and virility, and nervous energy—it will restore your vitality and keep your forces vital. No matter what your condition is now, or what habits you contracted or indulged in—I will show that you can restore yourself. You want to be strong, healthy—a virile man—you want to be all that a man ought to be and I can and will show you how to make yourself the man that is desirable from every standpoint.

Tell me your ailment and send three 2c stamps to cover mailing expenses and I will send you my book, "Prevention and Cure of Catarrh, Strength and Mental Energy."

**LIONEL STRONGFORT** 747 Park Bldg.  
Physical and Health Specialist Newark, N. J.



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has started to that 500-mile stretch of warm, white beaches along which a group of marvelous hotels await their guests, with the assurance of every comfort.

These hotels are: St. Augustine, Ponce de Leon and Alcazar; Ormond-on-the-Halfs, Ormond; Palm Beach, Breakers and Royal Poinciana; Miami, Royal Palm; Long Key, Fishing Camp.

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Makes its own gas from Kerosene (coal oil). Gives every home a gas stove. Absolutely safe. Cheapest Cooks a meal for 1 cent just coining money. Women wild about it. No coal or saws to carry. No more danger from gas. Safe, Clean, Odorless, Cheap. Every home a prospect. Low price makes quick sales. Easy to carry and demonstrate. Big profit. Your territory is open. Write today. Thomas Barker Co., 3014 Gay St., Dayton, Ohio

## HEAR!

—YOUR HEARING—  
is Necessary to Your Success and Happiness

It's as easy now to correct your hearing as it is the eyesight. And equally absurd not to.

### The Magniphone

A Wonderful New Sound Magnifier ATTUNABLE to every ear—the latest triumph of Science in its effort to aid failing ears, overcome deafness and restore hearing. Priceless in value; low in cost. The story is only half told here. Mail coupon.

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29 E. Madison St., Chicago  
Room 1303, Cor. Wabash

Tell me, without obligation, all about the Magniphone and how it becomes mine.

Name.....  
Address.....

## How Tobacco Helped to Win the War

Continued from page 45

French officer who had entered in time to hear the discussion. "Let them go," he said. "I do not understand them, but they are magnificent. They have been fighting day and night for nearly forty-eight hours. Still I have just been among those youths, those mere boys, and they are laughing and smoking. They fight like lions, they smoke, they never give up, they never get tired." And all the world now knows what those same boys and their fellow American fighters did at Soissons.

And cigarettes also played a conspicuous part in the driving of the Germans out of the St. Mihiel salient by the Americans. From airplanes 20,000 packages of cigarettes were dropped to the infantrymen and artillerymen pressing forward in their victorious squeeze which dislodged the enemy from the stronghold he had held for more than three years.

The smoke of the greatest of all world's conflicts has been dissipated, but the smoke of tobacco will linger on as long as there remains an American soldier and then long after that. And what care we whether it was the Chinese or the American Indian who first made use of the weed, or whether it was Sir Walter Raleigh or Sir Francis Drake who first introduced smoking to the Europeans. It is sufficient for us that we had tobacco for our boys in uniform, and that we were able to supply it in sufficient abundance to those who went "across" to make it one of the mightiest

factors for magnificent morale in the history of armed conflict.

Here are a few paragraphs from the statement of an officer, made in July last, when the Franco-American drive between the Aisne and the Marne was in full swing: "Some of our soldiers, who had battled almost continuously for twenty hours, were snatching hurried naps, consolidating the newly won positions or getting ready for the next blow, believed to be scheduled for daybreak. Suddenly there came a faint cheer from the men a short distance back, followed by the appearance of a secretary from one of the great organizations in the States which have done so much to supply the men with comforts. He was tired, dusty and almost bent double under a great pack which contained what we needed most—cigarettes.

"Assisted by willing hands he began to unpack and distribute, when the Captain came up and said: 'Boys, in just twenty minutes we go over the top. There is just time for every man to have a good smoke.'

"And we took that smoke, then went over with a jump; and soon sent the Heinies running like a lot of frightened rabbits. And that rush gave us 150 enemy artillery pieces. There may be some who believe that soldiers fight best if supplied with liquor before battle, but I know to the contrary. Tobacco was all our boys needed, and 'smokes' played a mighty large part in beating the greatest military machine in the history of the world."

A correspondent, writing of the taking of Vierz by the Americans, said: "Because of the absence of artillery fire at some points, an extraordinarily large proportion of our casualties were not dangerously wounded, and many were taken to the rear in wagons instead of on stretchers. In one truck filled with such youngsters was a dignified Chaplain, comforting those about him, and, in a most business-like manner, lighting cigarettes for those who could not perform the service for themselves. When we correspondents passed he leaned over the side of the truck and shouted: 'The boys are giving the Heinies hell up ahead—beaucoup hell.' Then he faced about and resumed his labors of lighting cigarettes, while the wounded waved to us and cheered."

Then there is the story they tell concerning a certain battle when the Americans were assisting the French in covering a point of passage over the Marne. Captain Edward Mackey, of Williamsport, Pa., had his company scattered in four groups helping, when he was compelled to get part of his men together to assist Lieutenant Thomas Fales, the Philadelphia cricket player, and a squad, who were bringing in prisoners. Lieutenant Martin Wheeler, of Moscow, Pa., and of the same company, started working his way through the woods with another group of men when he found himself and his party completely cut off with the enemy on three sides of them. A narrow trail opened to the rear.

## The Future of Liberty Bonds

By JOHN MUIR & CO.

THIS article is not about the future value of Liberty Bonds. Everyone recognizes their worth as the premier security of the world. It is about the Liberty Bond market.

The Liberty Bond market is a market in which over 25,000,000 people are interested. Where there are over 25,000,000 holders, there are almost 25,000,000 influences affecting the market. The market becomes an epitome of human interests.

On account of the discount at which Liberty Bonds have almost regularly ruled, the selling has attracted most attention. It has been in such volume as to inspire in some quarters what almost amounts to fear. Yet, heavy as it is, what does it amount to compared with the total issues outstanding? Many as the sellers are, how do they compare with the 25,000,000 holders?

Similarly, the reasons for selling have been misjudged. There is an inclination to stigmatize sellers as slackers. Of course, some selling is open to criticism. When

you have 25,000,000 holders, some will sell bonds to buy booze or otherwise act foolishly. But we can state as the result of constantly repeated investigation that 99% of the selling of Liberty Loan Baby Bonds is necessity selling. People apologize when they sell. One day at the height of the recent influenza epidemic, 80% said they were selling in order to pay doctors' and undertakers' bills.

It is all right to urge holders to hold, but the admonition can be carried to an extreme where it proves a boomerang. Constantly implored to hold, holders become suspicious and in many cases are led to sell from fear that something must be wrong to occasion such efforts.

The same principle applies to advertising the market for Liberty Bonds. People are not led to sell by the information that they can sell at any time at fair prices. Quite the contrary. Knowing that they can sell at any time, they hold until they must sell. If they did not know this, some would sell at absurd discounts and others, learning of such sales, would be

quick to sell if anyone offered them prices a little higher but still far below their real market level.

The best way, in our opinion, to check thoughtless selling and to offset necessary selling is to conduct a campaign to encourage buying. Strange as it may seem to those not familiar with the situation, there is practically no public buying of Liberty Loan Baby Bonds. People subscribe, but they do not buy. They don't buy because they expect to subscribe again.

But the end of Liberty Loan offerings is now in sight. When there are no more to be subscribed for, Liberty Bonds will be bought freely in the market by people who have learned their value.

Meanwhile, such buying is likely to increase as the new American investors learn that they can buy Liberty Bonds as well as subscribe for them, that they can now obtain them at a discount, and that, by buying, they are patriotic, inasmuch as they tend to support the market for Government bonds.

## The Crusader of the South

Continued from page 51

A white panel of marble is set above the entrance of the stairway to the British soldier's plot. It is engraved,

Brightly gleams our banner,  
Pointing to the sky,  
Waving on Christ's soldiers,  
To their home on high.

The United States Band played "Onward, Christian Soldiers!" as it marched up the stairway, and Private Howard Archer was borne to his last resting-place. Back in memory's realms is the deep aisle of St. Paul's Church, and children, white bonnets tied under their chins, and mischievous little lads with Raphael faces, are marching while the organ leads the voices, "Onward, Christian Soldiers!"

The day changes. Beneath the Italian sky, turquoise blue, in tawny khaki, the

American soldiers are marching, bearing their comrade between them, and the music beats out, "Onward, Christian Soldiers!" Tall cypresses line their way, marble figures rise before them. They are marching over ground where galley-slaves bore the dead, nude, purple, in the great pests when the death-roll of Genoa was 17,000 a week.

The flag over Howard Archer is being borne on its way, the flag to which he gave his allegiance by no empty form of words, but with his own young life. The Stars and Stripes are vivid in the translucent air, against the square of turquoise sky. On such a day as this perhaps Caesar bore his slim blond soldier this way, where Past and Present now touch.

The trumpeter stood out, a golden figure in the splashing sunlight, his trumpet to his

lips. Moisture stood on his white forehead, under his broad campaign hat. It was Taps—the last call. The hills-took the notes, they rose clear to the Roman tower that westward on a spur of rock guards the mountain. "Tra-la-la, tra-la-la-la-la."

We said a prayer and left him there; Angelo, the old gardener, tracing with his trembling finger the letters on the cross, "H. S. Archer, A. S., 640083."

The melancholy cypresses keep vigil like tall candles blowing a black flame against the clear skies. The little birds love to rest on the low branches, and the nightingales sing all night. The second day in the fecund tropical earth red geraniums were a-bloom, scarlet as the blood of heroes, of those long line of Crusaders, above the immortal soldier of South Carolina.





## If You Can't Go To Florida This Winter Let Florida's Cheer Come Into Your Home!

A winter vacation spent in Florida is fine for all persons who can enjoy it, giving them renewed health and strength for their part of the world's work.

Perhaps you may not be in a position to go to Florida this winter, but this is no reason you should fail to enjoy some of the good things produced there.

You can have the glorious climate of Florida brought into your home in condensed form by the surpassing grapefruit and oranges it matures to such perfection.

## Sealdsweet Grapefruit and Oranges "The Health Fruits of Florida"



The choicest products of Florida's famous groves, from growers pledged to ship them only after they have fully ripened on the trees, Sealdsweet grapefruit and oranges are thin-skinned, full-flavored, filled to bursting with delicious juice, so sweet that they need little or no sugar.

Their more liberal use is advocated by the food administration to conserve the nation's supply of grains, meats, etc. Health authorities commend grapefruit and oranges as helpful to sick people in becoming well and assisting persons in health to keep themselves in good condition.



### "Medicine Tasting Better Than Food; Food More Potent Than Medicine"

This phrase descriptive of grapefruit and oranges, in an article approved by the food administration, aptly suggests the value of Sealdsweet fruits in the diet.

There are just as many different ways of serving these delightful fruits and of using them in cookery and confections as there are different tastes to be gratified.

Sealdsweet grapefruit and oranges give you the means of starting the day right, of keeping fit in its working and resting hours and of seeking sleep in proper mood.

Good dealers like to supply their trade Sealdsweet grapefruit and oranges because they give such satisfaction—yours probably will be glad to furnish you these fruits.

Send us your name and address for free copy of booklet "The Health Fruits of Florida," and the "Sealdsweet Kitchen Calendar and Chart."



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These household helps give numerous suggestions for serving grapefruit and oranges and recipes for their use in cookery and confections.



## 3-in-One Service



**Sea, Sky and Land Service** is performed by the U. S. Marines, "the Soldiers of the Sea," whose record of service dates from 1775. The triple service of 3-in-One Oil—lubricating, cleaning, polishing, preventing rust—dates from 1894. For nearly 25 years this high quality oil has been used by marines, soldiers, hunters—all shooters. Army text books recommend 3-in-One for cleaning and lubricating all small arms. Gun manufacturers pack a bottle of 3-in-One with every gun and pistol and recommend its use.

3-in-One removes the residue of burnt black powder; prevents rust inside and out; lubricates the action perfectly; cleans and polishes the stock.

3-in-One is the right oil for all light mechanisms, too. Try on clocks, locks, bolts, automatic tools, Victrolas, sewing machines, washing machines, typewriters, adding and billing machines, dating stamps, revolving chairs. Keep it handy and you'll discover new uses daily.

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**THREE-IN-ONE OIL CO.**  
165 CEW. Broadway :: New York City.

## Sending Them to an Eternal Blighty

Continued from page 49

a good soldier. What a buzzing followed in salons, scientific circles and military headquarters, on the subject of delousing. Great signs were unblushingly hung across the streets of even such aristocratic towns as Evian, reading: "This way to the delousing station." Any fastidiously intellectual member of the environment which aims at the very latest in the way of conversation who could not acquire something *au fait* in new facts to remark upon casually in the *cafés* or at the *causeries* on the general subject of pedicular parasites was dubbed a reactionary. However, the soldiers named the insects "cooties."

Somehow the very word cooties lifted the subject of these insects from the merely scientific category of correct discussion and popularized what was temporarily the rather superior possession of the privileged classes—that is, the conversational possession. Yes, the very word had an innate claim to being inevitably humorous. Euphonists have debated which is the more beautiful when striking the ear, the word "aloha" or the word "cellardoor"—these two words being acknowledged to have no rivals. But that word cootie! Even to an ear untrained to the subtleties of soft alliteration, or to the value of those harsh hissings or chugging gutturals appreciated by the poets, there is a tang of Sam Weller's humor in the iteration of "cootie." There is a freedom implied that one may laugh in Anglo-Saxon naturalness. Perhaps the rougher world of the logging camps and the mining towns has laughed ere now, but to this new world m. s. f. d. there has now come a more equitable distribution of the literature of anecdotes (somewhat modified and transmogrified upon occasion, 'tis true) created by unknown Mark Twains and unpublished Bret Hartes. At a most dignified dinner given in Paris to a visitor from the American universities, the white-haired president of the club offered a welcome wrapped in a cootie story.

A Scotsman was standing in a rifle pit. Suddenly he clapped his hand to his neck, throwing forward his head. An instant later a Hun sniper's bullet sang through the air just over the bent head. In his fingers Jock held the victim of his sudden grab. "Ah," he said, eyeing the cootie, "ye saved me life. Well, I canna gie ye the V. C. I canna e'en gie ye the D. S. O. But I can gie ye an honest welcome and a hame for life," said Jock, as he replaced the cootie in his shirt.

Arriving at the front one day to visit a certain fighting regiment, the Chaplain called to me to come into his dugout. "Say," he announced in a distinctly triumphal proclaim, "I've had my first cootie. Got it sleeping in this German dugout. I've carefully wrapped it up

and I'm mailing it home so that I can keep it as a permanent souvenir. Well, I guess I'm a regular fellow now, eh what?" He was far more proud, apparently, of this alliance with the brotherhood of sufferers than he was of his Colonel's praise for his having taken care of his men regardless of any amount of shell-fire through the thick of the week's sanguinary fighting.

Perhaps because our army is so youthful is the why of it that it takes any rigor or discomfort with some sort of a Yankee joke. If you really wish to see the high spirits of the army—to appreciate the rollicking humor and the ever-good fellowship of the doughboys—turn up on some warm day when the sun is shining and a great delousing machine, together with its wagonload of supplies of clean underwear and clean clothing, rolls into a rest billet. The men have just come out of the lines. Portable shower baths are rigged up which generously stream forth hot and cold water. Soap is abundantly free. The delousing squad can care for sixteen hundred men a day, which means theoretically that a division can be overhauled twice a month. (This is a little too much theory to be true—but say three times in two months.)

Off comes every stitch. If there is a creek or a river for a plunge and swim, so much the better. Anyway, the nude figures, the young athletes, race for the baths. Shouting and laughter! And then for new underwear and clean clothes. Everyone feels like a king and says so.

The heaps of discarded clothing are gathered up and pitched into the great steam machine—these are most efficient affairs which we have bought from the British. Round and round turn the huge drums. Clothing torn, or showing any obvious sign of wear, is not reissued, but is sent back to the salvage station of the S. O. S.

I've never heard what the program of the German efficiency is to afford cleanliness to its men, but I do know that it is the earnest belief of every Allied army with which I have been quartered from time to time, American, French, Italian, British, and Russian, that Jerry's dugouts are far more infested than ours. And the suspicion is certainly being proved by the evidence as we go ahead occupying his territory. Thus, while we remain subject to the necessity of progressively occupying his relinquished lines, we can hardly hope for complete and unalloyed immaculateness. Nevertheless, for most of our army, most of the time, our sanitary efforts have rendered the cootie more talked about than existent. If Mr. Cootie were consulted, doubtless it would be his opinion that he has been too much talked about. He was not asking for the white light of publicity.

## Shows in New York

Attractions to which you may safely take your daughter					
Aeolian Hall	Concerts	Leading artists in recitals	Lyceum	Daddies	Bachelors and kiddies
Astor	East Is West	Oriental setting	Lyric	The Unknown Purple	Genuine thriller
Belmont	The Little Brother	Drama of tolerance	Manhattan	The Voice of McConnell	Chauncey Olcott
Booth	Be Calm, Camilla	Delightful whimsicality	Müller	Back to Earth	New comedy
Broadhurst	The Melting of Molly	New musical show	New Amsterdam	The Girl Behind the Gun	Brisk musical show
Carnegie Hall	Concerts and lectures	Music by leading organizations and soloists, and New-man travel talks	Park	Opera Comique	Good singers in repertory
Central	Somebody's sweetheart	New musical show	Playhouse	Forever After	Alice Brady in romantic play
Cohan	A Prince There Was	Robert Hilliard	Plymouth	Redemption	John Barrymore in colorful Tolstai drama
Cohan & Harris	Three Faces East	Ingenious spy play	Princess	Oh, My Dear	Smart musical comedy
Comedy	A Place in the Sun	New comedy	Republic	Roads of Destiny	Novel melodrama
Cort	The Better 'Ole	Bairnsfather humor	Selwyn	The Crowded Hour	Interesting drama
Criterion	Three Wise Fools	Sentimental comedy	Shubert	The Betrothal	Sequel to the "Blue Bird"
Eltinge	Under Orders	Play with only two characters	39th Street	Keep it to Yourself	New farce
Empire	Dear Brutus	Barrie play	Vanderbilt	The Gentle Wife	Emily Stevens in new play
Maxine Elliott	Tea for Three	Exceptionally witty drama	Vieux Colombier	Le Misanthrope	Fine acting in French
48th Street	The Big Chance	Willard Mack mellow play			
44th Street	Little Simplicity	Musical romance			
Gaiety	Lightnin'	Delightful character play			
Globe	The Canary	Corking good musical show			
Harris	The Invisible Foe	Spiritualistic romance			
Hippodrome	Everything	Immense spectacle			
Hudson	Friendly Enemies	Play about loyalty			
Liberty	Gloriana	Colorful musical comedy			
Little Theatre	A Little Journey	New comedy			
Longacre	Nothing But Lies	Willie Collier in lively farce			

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## New STROMBERG does it! CARBURETOR



## Readers' Guide and Study Outline

Edited by DANIEL C. KNOWLTON, Ph.D.

**Weekly Suggestion.** The recent return of the fleet (p. 43), has centered attention in our navy, its present, past, and future, and the influence of sea power on the course of our history. The problem of the freedom of the seas is also suggested. A review of naval progress and the influence of navies upon world development should prove an interesting topic for discussion, apropos of the picture on p. 44 of Dewey's homecoming. It was at about this time that the former Kaiser began to interest himself in a naval program for the German Empire. The pictures on p. 48 may serve as a basis for an appraisal of the services rendered by the Serbs and a review of the campaigns on the Balkan front. The Armenian pictures on pp. 52-53 emphasize the importance of the Near East in the present war and the critical situation there. All of these pictures may well serve to call attention to the perplexing problems before the delegates at the coming peace conference. See also picture on p. 44 of some of the great personalities in whose hands these future problems rest.

**Huns Pouring Into Neutral Holland,** p. 46. What are these frontiers like? Do they form a satisfactory barrier between the two countries? Look up the frontiers of Belgium and of Holland and note how satisfactory they would be in time of war. What country of Europe has the most satisfactory frontiers and why? Is it at all important that the boundaries of your State should be clearly marked? Why? How important is it that international boundaries should be clearly marked? How important a part have boundary questions played in our own history? In the present war? How important will they be in the peace negotiations? What is the most interesting point about this retreat as shown by the pictures? Why? Trace on a map the possible lines of retirement of the German forces. Why should they have found it necessary to retreat to Dutch soil? How disastrous a retreat was this for the Germans? How does it compare with Napoleon's retreat from Russia? To what other historic retreats may it be compared? What problems, if any, does the presence of these soldiers in Holland create for the Dutch? What effect, if any, is their presence there likely to have upon the peace negotiations?

**A Corner of the Christian World That Must Not Be Allowed to Perish,** pp. 52-53. How large is Armenia? How does it compare in size with your State? In population? (Note figures given in a good encyclopedia.) How and why have they suffered as a result of the war? Read in this connection *Ambassador Morgenthau's Story* (Doubleday, Page) and the Bryce Report on the Armenian Atrocities (Putnam). To what other peoples might they be compared in what they have had to endure? Are they in any greater danger of "perishing" than these? Why? Look up on the map the cities where they have taken refuge. How big a problem do they represent? (State in terms of population of your State.) What can they do to help themselves? Is this part of Russia suited to such occupations? Why? Would this part of the world where they have taken refuge seem like home to them? Why? Is the coming peace congress likely to settle the fate of Armenia? Can it "save them"? Explain. Look up Stoddard and Frank's *Stakes of the War* (Century) for

facts about Armenia and its importance. Draw up an appeal in their behalf, proving that we are responsible for their fate. Do President Wilson's fourteen points cover their case?

**Wave after Wave Rolled on to Victory,** p. 50. How do these pictures compare with your idea of a battle? How does this country compare with that in your immediate neighborhood? Would it be possible to reproduce in your neighborhood all the characteristics of this advance? Write a description of an advance of this sort, using as far as possible your own locality as a basis for your description. What service was being rendered by the airplane which was responsible for these photographs? Could conditions like this be reproduced in the Civil War? What important battles were marked by "open warfare"? By "trench warfare"? Look up on a map the region covered by this advance. Do these pictures give you an adequate idea of this part of France? What is it like?

**Sending Them to an Eternal Blighty,** p. 49. How serious a foe to the soldier are the "cooties"? Describe by means of the pictures the various arrangements which have been made to minimize the danger from this source. What other pests have the soldiers had to fight? Point out the danger from these sources. What great undertakings of recent years have emphasized the importance of waging war upon vermin and insect life?

**Last Days in the Balkans,** p. 48. Who took part in this offensive? Where was the Allied line when it began? What sort of fighting marked these last days? How difficult a problem did an advance here involve? When were the last important military operations here previous to this advance, and how successful were they? How important was this front throughout the war? What effects did the success attained here have upon the other fronts? How big a part have the Serbs had in winning the war? To what extent have they sacrificed and suffered? How are they likely to profit by the success of the Allied forces? Look up Stoddard and Frank's book (cited above) in this connection. What were the war aims of the Serbs and how nearly will they be realized? What do you regard as their greatest needs as a nation? Read the chapters in Forbes, Toynbee, Mitrany and Hogarth's *The Balkans* (Oxford Press) before answering this question.

**When the Fleet Came Home,** p. 43. How large and how powerful a fleet did the United States have in European waters? How large a portion of her entire navy did she maintain there? What effect has the war had upon our navy? How does it compare in size with our navy at the close of the Spanish-American War? Compare the achievements of the navy in 1898 with its recent achievements. What do you consider the most important results of the Spanish-American War? How large a part did the navy have in bringing these about? How large a part has our navy had in winning the present war? How does Dewey's flagship, shown on p. 44, compare in size, equipment and effectiveness with Admiral Mayo's flagship? Read Captain Mahan's books on the influence of sea power in the various wars of history.

## New Stomachs for Old in 48 Hours

By R. S. Thompson

**T**HOUSANDS of people who suffered for years with all sorts of stomach trouble are walking around today with entirely re-made stomachs—stomachs which have been re-made in from 48 to 72 hours! They enjoy their meals and never have a thought of indigestion, constipation or any of the serious illnesses with which they formerly suffered and which are directly traceable to the stomach.

And these surprising results have been produced not by drugs or medicines of any kind, not by foregoing substantial foods, not by eating specially prepared or patented foods of any kind, but by eating the plainest, simplest foods *correctly combined!*

These facts were forcibly brought to my mind by Eugene Christian, the eminent Food Scientist, who is said to have successfully treated over 25,000 people with foods alone!

As Christian says, man is what he *eats*. What we take into our stomachs today, we are tomorrow. Food is the source of all power, yet not one person in a hundred knows the chemistry of foods as related to the chemistry of the body. The result is we are a nation of "stomach sufferers."

Christian has proved that to eat good, simple, nourishing food is not necessarily to eat correctly. In the first place, many of the foods which we have come to regard as good are in reality about the worst things we can eat, while others that we regard as harmful have the most food value.

But perhaps the greatest harm which comes from eating blindly is the fact that very often two perfectly good foods when eaten at the same meal form a chemical reaction in the stomach and literally explode, liberating dangerous toxic poisons which are absorbed by the blood and circulate throughout the system, forming the root of all or nearly all sickness, the first indications of which are acidity, fermentation, gas, constipation and many other sympathetic ills leading to most serious consequences.

And yet just as wrong food selections and combinations will destroy our health and efficiency, so will the right foods quickly create and maintain bodily vigor and mental energy. In my talk with Eugene Christian, he told me of some of his experiences in the treatment of disease through food—just a few instances out of the more than 25,000 cases he has on record.

One case which interested me greatly was that of a young business man whose efficiency had been practically wrecked through stomach acidity, fermentation and constipation, resulting in physical sluggishness which was naturally reflected in his ability to use his mind. He was twenty pounds underweight when he first went to see Christian and was so nervous he couldn't sleep. Stomach and intestinal gases were so severe that they caused irregular heart action and often fits of great mental depression. As Christian describes it, he was not 50 per cent efficient either mentally or physically. Yet in 24 hours, by following Christian's suggestions as to food, his constipation was relieved, although he had formerly been in the habit of taking large daily doses of a strong cathartic. In five weeks every abnormal symptom had disappeared—his weight having increased 6 lbs. In addition to this, he acquired a store of physical and mental energy so great in comparison with his former self as to almost belie the fact that it was the same man.

Another instance of what proper food combinations can do almost overnight was that of a man one hundred pounds overweight whose only other discomfort was rheumatism. This man's greatest pleasure in life was eating. Though convinced of the necessity, he hesitated for months to go under treatment, believing he would be deprived of the pleasures of the table. He finally, however, decided to try it out. Not only did he begin losing weight within a few hours, regaining his normal figure in a matter of weeks, but all signs of rheumatism disappeared, and he found the new diet far more delicious to the taste and afforded a much keener quality of enjoyment than his old method of eating, and wrote Christian a letter to that effect.

But perhaps the most interesting case that Christian told me of was that of a multi-millionaire—a man 70 years old, who had been traveling with his doctor for several years in a search for health. He was extremely emaciated, had chronic constipation, lumbago, and

rheumatism. For over twenty years he had suffered with stomach and intestinal troubles which in reality was superaciduous secretions in the stomach. The first menus given him were designed to remove the causes of acidity, which was accomplished almost overnight. And after this was done he seemed to undergo a complete rejuvenation. His eye-sight, hearing, taste, and all of his mental faculties became keener and more alert. He had had no organic trouble—but he was starving to death from malnutrition and decomposition—all caused by the wrong selection and combination of foods. Almost immediately after following Christian's advice this man could see results, and after six months he was as well and strong as he had ever been in his life.

These instances of the efficacy of right eating I have simply chosen at random from perhaps a dozen Eugene Christian told me of, every one of which was fully as interesting, and they applied to as many different ailments. Surely this man Christian is doing a great work.

I know of several instances where rich men and women have been so pleased with what he has done for them that they have sent him a check for \$500 or \$1,000 in addition to the amount of the bill when paying him.

There have been so many inquiries from all parts of the United States from people seeking the benefit of Eugene Christian's advice and whose cases he is unable to handle personally that he had written a little course of lessons which tells you exactly what to eat for health, strength and efficiency. This course is published by The Corrective Eating Society of New York.

These lessons, there are 24 of them, contain actual menus for breakfast, luncheon, and dinner, covering every condition of health and sickness from infancy to old age and for all occupations, climates, and seasons.

Reasons are given for every recommendation based upon actual results secured in the author's many years of practice although technical terms have been avoided. Every point is explained so clearly that there can be no possible misunderstanding.

With these lessons at hand it is just as though you were in personal contact with the great food specialist, because every possible point is so thoroughly covered that you can scarcely think of a question which isn't answered. You can start eating the very things that will produce the increased physical and mental energy you are seeking the day you receive the lessons, and you will find that you secure results with the first meal. This, of course, does not mean that complicated illnesses can be removed at one meal, but it does mean that real results can nearly always be seen in 48 hours or less.

If you would like to examine these 24 little Lessons in Corrective Eating, simply write The Corrective Eating Society, Department 831, 443 Fourth Avenue, New York City. It is not necessary to enclose any money with your request. Merely ask them to send the lessons on five days' trial, with the understanding that you will either return them within that time or remit \$3.00, the small fee asked.

The reasons that the Society is willing to send the lessons on free examination without money in advance is because they want to remove every obstacle to putting this knowledge in the hands of the many interested people as soon as possible, knowing full well that a test of some of the menus in the lessons themselves is more convincing than anything that can possibly be said about them.

Please clip out and mail the following form instead of writing a letter, as this is a copy of the blank adopted by the Society, and will be honored at once

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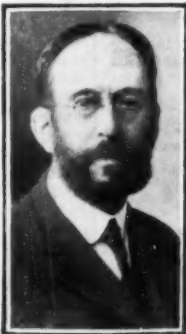
on page 68 you will find a descriptive list of valuable booklets and circulars of information which will be of great value in arranging your investments to produce maximum yield, with safety. A number of them are prepared especially for the smaller investor and the "beginner" in investing.

## Jasper's Hints to Money-Makers



WILLIAM A. McDERMID

Of the Gerhard Mennen Chemical Company, Newark, N. J., recently elected president of the National Advertisers, whose members invest a total of \$100,000,000 annually in advertising.



FRANK H. WIGGIN

Of Boston, who was recently reelected treasurer of the American Board of Commissioners for Foreign Missions. The board's receipts during the past fiscal year were nearly \$1,500,000.



DAVID A. HOUSTON

President of the Federal Farm Loan Bank of the Third District, comprising North Carolina, South Carolina, Georgia and Florida. The bank has its headquarters in Columbia, S. C.

NOTICE—Subscribers to LESLIE'S WEEKLY at the home office, 225 Fifth Avenue, New York, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their weekly and to answers to inquiries on financial questions and, in emergencies, to answer by telegraph. Preferred subscribers must remit \$5 directly to the office of LESLIE'S in New York, and not through any subscription agency. No charge is made for answering questions, and all communications are treated confidentially. A three-cent postage stamp should always be inclosed. All inquiries should be addressed to "Jasper," Financial Editor, LESLIE'S WEEKLY, 225 Fifth Avenue, New York. Anonymous communications will not be answered.

THE new year is a time for making good resolutions for ourselves and giving good advice to others. The best advice that can be given to the American people is that of my friend, the new Secretary of the Treasury, Mr. Glass, to the effect that "thrift helped to win the war and will help us to take full advantage of the victorious peace."

One of the greatest lessons of the war was thrift. It was taught largely through the administration of the Treasury Department in impressing upon the masses the reasons why they could afford to buy War Savings Stamps and Liberty Bonds. We open the new year with this lesson impressed upon all the nation and practically accepted by the twenty million purchasers of Thrift Stamps and Liberty Bonds.

And the people have learned that a Liberty Bond is as good as gold. The recent slump in these bonds was charged to the liquidation by small holders who found themselves out of work and needing money. I doubt if this was the real cause. It is much more likely that liquidation came from heavy holders who purchased the bonds under the stress of the Government's urging, and who expected to sacrifice them a little later on and to charge the loss to depreciation.

The holders of Liberty Bonds who can hold them until normal times will be able to realize a premium on their sale, just as holders of our Government bonds did after the close of the Civil War. They are the best security in the world, make a better return than one gets from a savings bank and always have a ready market in case of emergency.

With the close of the war and the shutting down of the gigantic Government orders so widely distributed throughout this country, we are seriously considering our future. A great many are perplexing themselves over the so-called "problems of reconstruction." The stock market reflects this uncertainty in its attitude toward the industrial, the copper and the railroad stocks.

It is not a time for timidity. It is a time for hopefulness. While our Government

has taken no steps looking to preparedness for the problems of peace, our bankers and business men have been hard at work. Good results are in sight. The first thing to do is to restore conditions to the normal, and this is rapidly being done.

If the Government will take its hands off of the railroads, our industries, and the express, telegraph and telephone companies, and give business men, big and little, the utmost freedom of conduct, under proper supervision, we shall enter, as Judge Gary has predicted, upon a period of great prosperity.

The American people have begun to think of these things, and I look forward to an era of constructive legislation. I agree with Vice-President Sisson of the Guaranty Trust Company of New York that "our existing anti-combination legislation is not only out of date, but a positive menace to our industrial and commercial future." Fortunately, under the Webb bill, these restrictions do not now apply to our export trade, and American manufacturers are organizing in various industries strong and vigorous combinations to go after trade in foreign markets. The same combinations are forbidden in this country. Could anything be more grotesque?

And our railroads will emerge from the shadows of the present hour. We have been taught what Government ownership means. We realize its inefficiency, its burdens upon business and upon passenger traffic, and its notorious inconveniences and incivilities. The people will have none of these. Hence, the general disposition to place the railroads once more under the management of their owners, with Government supervision and regulation.

The outlook for the year is promising. I still believe that a better day is coming for holders of securities of the standard kind, and that opportunities for profitable speculation are still to be had.

R. DETROIT, MICH.: Charcoal Iron Company is paying dividends on both classes of stock and has a fair-sized surplus.

R. ST. PAUL, MINN.: Reading has sold much higher than your purchase price and will do so again sometime. Better hold than take a serious

Continued on page 68

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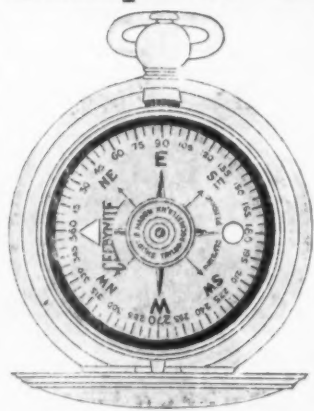
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Die Wacht am Rhein

## Jasper's Hints to Money-Makers

Continued from page 66

loss. U. P., So. Pac. or No. Pac. would be a better original purchase than Reading.

K., MEDINA, OHIO: I think well of So. Ry. common, but the preferred is a much better investment. With fair treatment of the railroads, the common would be a promising speculation.

W., REDGRANITE, WIS.: If International Money Machine stock is selling at \$15 per share, somebody seems to be getting badly stung, for the stock is quoted in New York at \$8 bid, \$8.75 asked.

W., TRENTON, N. J.: Although the Oklahoma Producing and Refining Company's dividend makes no unusually large return on market price, the company reports a remarkable growth of earnings. Its stock has a speculative quality.

T., MISSOULA, MONT.: As conditions are now it would seem better to hold your stocks. The market is in an uncertain state. The situation should clarify during January or February. I still believe that the outlook for the patient holders of stocks is good.

E., HOMER CITY, PA.: Interborough Rapid Transit Company notes may be safe, but they are not among first-grade short-term securities. Beth. Steel 7's, Canadian Pac. 6's, Great No. 5's, C. B. & Q. joint 4's, and N. Y. C. 5's seem safer for the small investor.

A., ESCANABA, MICH.: Wilson 6's seem to be a good purchase at the price you name. As American Foreign Securities stock has but little longer to run, it would be advisable to dispose of your shares and reinvest in Wilson 6's, Montana Power 5's, or Liggett & Myers 5's.

B., NEW YORK: Harroun Motors Corp. has been constructing cars, but does not seem to have reached the good profit-making stage. Its stock, quoted at \$2.37 1/2 bid, \$2.62 1/2 asked, is far from being "a judicious investment." At best it looks like a long-pull speculation.

D., TRENTON, N. J.: Among excellent municipal bonds of your own State are Newark, N. J., coupon 5's. These mature in 1932, 1938, and 1942. They are a legal investment for savings banks in New York, Massachusetts and Connecticut. Quoted recently at a price to yield 4.3 per cent.

M., RUSTON, LA.: The Anglo-Amer. Oil company is allied to the Standard Oil group. It is highly prosperous. The stock has much merit, and yields about 8 per cent. on market price. The price is not so low, considering that the par value is only about \$5. It looks like a purchase.

J., PHILADELPHIA, PA.: While there is a dearth of high-yield municipal bonds in the East, these are still to be had in the Pacific Northwest, where interest rates are high. Bonds of municipalities in the State of Washington may be bought yielding 5 1/2 to 6 per cent., and they are exempt from income tax.

J., NEWARK, N. J.: The Nevada Consolidated Co. reported a deficit of \$630,000 after dividend payment for the third quarter of 1918. In view of the rising cost of copper production in this company's mines and uncertainty as to the future price of copper purchase of the stock cannot be recommended.

A., WATERTOWN, N. Y.: Wright-Martin pfd. around 70 looks like a good purchase in view of the company's recent financial statement, and the 14 per cent. arrearage of dividends. The common, around present price, is purely speculative. Its future depends upon how the Government may construe its contract with the company and make its payments.

K., CAMP SHERIDAN, ALA.: Large outlays in developing new territory, loss on contracts with railroads, increase in amount of pfd. stock, and passing of dividends on common have had a serious adverse effect on the market position of Galena Signal Oil common. The company is a Standard Oil subsidiary and there is hope that it may yet retrieve itself.

B., ELMIRA, N. Y.: According to newspaper reports there never was a more bare-faced swindle perpetrated on the public than in the case of the Tuxpam Star Oil Corp. Its promoters recently were arrested on the charge of using the mails to defraud investors out of millions of dollars. It is alleged that the company had no such properties as it claimed to own. Your stock is worthless.

F., COLORADO: Good bonds in which to invest your \$2,000 are West Shore 4's, B. & O. first 4's, Atchison gen. 4's, So. Pac. first ref. 4's, U. P. first and ref. 4's and N. Y. Central ref. and imp. 4 1/2's. All these are legal for savings banks in New York. Sterling stocks with a speculative possibility are Corn Prod. pfd., C. C. C. & St. L. pfd., Atchison pfd., and U. P. pfd. The quotations for all these stocks and bonds are still reasonable.

D., DENMAN, W. VA.: The Ford Tractor Co. started on a wrong basis. It aimed to trade on the name of a successful manufacturer who had no connection with it. It is an honest move to change the name, but whether the business can be made a success remains to be seen. To pay your assessment and to join the new company seems the only chance to recover any of your investment. But in so doing, you will enter into an uncertain speculation.

M., SAN FRANCISCO, CAL.: In view of the company's earning power, its large surplus and the substantial dividends it pays Ohio Oil stock would seem more desirable than U. S. Steel common or So. Pac. U. S. Steel has still to adjust itself to peace conditions. So. Pac. may be bought with reasonable safety. U. S. Rubber common is still a speculation, with possibility of dividends. U. S. Rubber first pfd. is an investment stock. Anglo-Amer. Oil pays a satisfactory dividend and Pierce Oil pays nothing. It is evident that Anglo-Amer. is the better investment.

New York, January 4, 1919.

JASPER.

### Free Booklets for Investors

Perkins & Co., Lawrence, Kansas, in business 30 years, offer 6 per cent. first mortgage loans of \$200 and up. They will mail loan list No. 716 to any applicant.

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Loans on improved property in thriving Seattle and bearing 7 per cent. are offered by Joseph E. Thomas & Co., Inc., 3rd Avenue and Spring Street, Seattle, Wash. The firm will send a current loan list to any address.

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The Farm Mortgage Trust Company, 543 Jackson Street, Topeka, Kansas, deals in 6 per cent. first mortgages on improved farms, in amounts of \$300 up. The company has been in business 25 years. Write to it for full particulars.

Eyman & Co., investment bankers, Hoge Building, Seattle, Wash., recommend Walla Walla County (Washington) 7 per cent. drainage bonds, maturing in three to fifteen years, netting 6 1/2 per cent. and exempt from Federal taxes. The company sends a descriptive circular to any applicant.

Railroad control, still a much-mooted question, is discussed clearly in the current issue of the semi-monthly publication, "Securities Suggestions," which, with a booklet describing the part-payment plan, may be had by writing for "D" booklet to R. G. Megargel & Co., 27 Pine Street, New York.

The partial-payment plan can be employed in the purchase of Liberty Bonds, now selling at low prices, as well as of baby bonds of other kinds. To those having this idea in view useful suggestions are given in Booklet B-4, "Partial Payment Plan," mailed on request by John Muir & Co., specialists in Liberty Bonds, 61 Broadway, New York.

Among the safest investments are good municipal bonds. Farson, Son & Co., members N. Y. Stock Exchange, 115 Broadway, New York, offer securities of this character yielding from 4.2 per cent. to 5.5 per cent. and exempt from Federal income tax. Send to the company for full details and its "Investment Suggestions Circular No. 12130."

Selected Southern municipal bonds are desirable because the South is very prosperous and because these issues have good yields, are safe, and are exempt from Federal income tax. The Hibernal Bank & Trust Company, New Orleans, La., make a specialty of these and other Southern securities, and a letter addressed to its bond department will bring a booklet giving full descriptions and prices.

Those having funds to invest at the beginning of the year should consult the "Questionnaire for January Investors," issued by S. W. Straus & Co., 150 Broadway, New York. It contains valuable information and is helpful in judging the quality of investments. It may be obtained without charge, with circulars describing 6 per cent. January investments, by asking Straus & Co. for Circular No. L-803.

The liberal monthly income of \$25 is assured the purchaser of 50 shares of Cities Service preferred stock, costing only about \$4,100. The securities of the Cities Service Company, a notably strong oil and public utility organization, are highly regarded for safety and stability. The company pays dividends monthly. Get full particulars from Circular LW-90, supplied by Henry L. Doherty & Co., 60 Wall Street, New York.

The prosperity reigning in Iowa adds to the safety and attractions of Iowa first farm mortgage and tax-free municipal bonds. These issues are not affected by changing conditions. They are supplied in denominations of \$50 to \$1,000 and may be had on partial payments if desired. A free book, "Iowa Investments, No. 1531," covering these matters interestingly, may be obtained of the Bankers Mortgage Company, Des Moines, Iowa.

Among inviting opportunities for investments in the State of Washington are income-tax-exempt bonds of municipalities yielding 5 1/2 per cent. to 6 1/2 per cent. bonds secured by first mortgage on Seattle business properties yielding 6 per cent. to 6 1/2 per cent., and first mortgages on Seattle residence properties yielding 7 per cent. Circular-A 1228, furnishing details of these chances, may be obtained by writing to the Northwest Trust & Savings Bank, Seattle, Wash.

An issue of \$120,000 first mortgage 6 per cent. serial bonds secured by land and buildings occupied by the Western Electric Company in Detroit is being distributed by the Federal Bond & Mortgage Co., 90 E. Griswold Street, Detroit, Mich. The buildings are new and modern and the Electric Company's lease runs for thirteen years. The net annual income is several times the interest on the bonds. These may be had in denominations of \$100, \$500 and \$1,000. For details write to the Federal Bond & Mortgage Company.

With peace so near sound bonds and notes are very attractive and yield liberal returns. Investors seeking such securities will do well to consult the bond department of the Guaranty Trust Company of New York, 140 Broadway, New York City. This department, which has a corps of experts, offers and recommends a large list of desirable bonds and notes. The bond department's services are available at the company's offices in New York, through its correspondents in various cities and through the mails. The company's monthly booklet, "Investment Recommendations," will be sent to any interested investor on request.



# Watching the Nation's Business

By THOMAS F. LOGAN

LESLIE'S WEEKLY Bureau, Washington, D. C.

## Indemnity for Our War Costs

GERMAN money must help to replace our future war taxes. This demand is very strongly supported in the Senate. Senator Poindexter denounces an altruistic speech by the Secretary of the Navy, and declares it the height of folly for the United States to forego her rightful share of the war indemnity. Senator Simmons of North Carolina, the chief administration leader in the Senate, says, as if by authority, that the United States will unquestionably receive a part of it. Senator Simmons predicts that this indemnity, together with the sums accruing from marketing the obligations which represent our loans to the Allies and which are now so strongly underwritten by military success, will greatly relieve the hardships of future taxes in America. The attitude of these Senators is completely in sympathy with the predominant sentiment in the upper House of Congress. No peace treaty will be ratified without great difficulty which does not provide that a part of our war cost be borne by the enemy, who forced the war on us. Senator Simmons is the first authoritative official who has assumed the right to make a definite assertion as to what the American policy will be. Secretary Daniels's plea for humane treatment to the crushed enemy had been construed in some quarters as expressive of the administration's view-point. Mr. Daniels's speech was in accord with a conception of President Wilson's policy based upon his reiterated statement that America wants nothing for herself out of the war. It is now being explained in Washington that the President's utterances applied to conquests of territory, to privileges and aggrandizements, but not to a just assessment of the cost of the war collectable from the enemy. The Senate view is that each ally should have a share of the indemnity based upon its war cost, with possible discrimination in favor of France and Belgium.

## Where the War Tax Comes From

How acquired wealth was forced to bear the bulk of war taxes is now revealed by the Commissioner of Internal Revenue. There were, in the last fiscal year, about two million incomes of \$3,000 and less, which paid a tax in the aggregate of only \$22,305,262. There were 665,000 incomes of more than \$3,000, which paid a total of \$102,613,241. So that two million of small incomes paid only one-thirtieth as much of the tax as 665,000, in the next higher class, paid. The despised and lambasted corporations paid excess profits taxes exceeding \$2,000,000,000, or three times as much as the 2,655,000 persons paid. Individual and partnership excess profits taxes amounted to \$181,000,000. Railroads, insurance companies and other corporations' income taxes amounted to \$81,000,000. Unfortunately the important table of tax collections by internal revenue districts is not included in the copy of the Commissioner of Internal Revenue's report given out to the newspapers for publication in December. When that table is secured, it will be possible to state exactly how much of this big war burden was paid by the industrial side. The figures quoted above indicate very clearly that a very small proportion of the cost fell upon the shoulders of the South, where small, not large, incomes and earnings are naturally predominant, for the resources of the South are just beginning to be developed. The heavier the tax on Northern capital the more slowly will the South's development proceed.

## Jobs for Pershing's Men

Every community in America is to maintain an employment bureau for returning soldiers. With praiseworthy thoroughness, the United States Employment Service has worked out a scheme of organization that should have a job ready for every soldier on the day of his discharge. The central employment service at Washington will link together and coordinate the work of every volunteer and official local organization and clear to them information of surplus opportunities. If Chicago locates places for 100 men more than she has places to fill, the call will immediately go over the wires to smaller localities where men are waiting employment. Thus supply and demand for the service of our returned fighters will be brought together and the possible hardships of idleness ameliorated. All of the men who come back will not find their old jobs open. Many have acquired new strength, skill and purpose, such as fits them for higher responsibilities. Many will not locate in their former homes. These classes particularly will make grateful use of such bureaus as are planned by the United States Employment Service.

## Aspersions on Public Men

Mr. Bielaski's exposé of German intrigue lost force because he scattered his fire. Unfortunately a great deal of his data was trivial—mere gossip, which, mixed in among his important disclosures, impaired the effect of his inquiry. Nothing better illustrated this weakness than the unjustified mention of Senator Hitchcock's name. Bielaski quoted a former German consular agent as numbering Hitchcock among those who agreed to cooperate with the notorious Embargo Conference. Senator Hitchcock's war record refutes an implication of pro-Germanism. Although he at one time, when the United States was neutral, opposed shipments of arms to the Allies, it was he upon whom fell the burden of leadership for the fight to arm American merchantmen which shortly antedated our entrance into the war. A month later he had charge of the resolution declaring war against Germany. He has supported all war measures and been a strong influence for whipping up the Government to more energetic effort. We have had too many aspersions of late on our public men.

## Big Business in War

The political demagogue who assails successful business men labors under a new disadvantage. He must reckon with the country's appreciation of their war service. Their record is second only to that of the men who are now coming back with golden chevrons on their sleeves. Such men as Baruch, Schwab, Bedford, Replogle, Hurley and Piez have given a demonstration of loyalty and unselfishness that will not promote heckling of big business. Mr. Baruch, in resigning the chairmanship of the War Industries Board, expresses the hope that it may be possible to continue the promotion of a better understanding between Government and industry. Mr. Baruch's record furnishes vindication of the President's sometimes uncanny judgment in picking men for difficult tasks. It was almost startling to read of the appointment to the war industry control of a man who admitted before a congressional committee that he had made half a million dollars in Wall Street out of a slump in Steel. Mr. Baruch had a remarkable training in Wall Street. It seems to have fitted a number of men for notably successful war service.



## Dad's at it again!

Does the head of your house let the furnace get clogged up with ashes and then, when the fire starts to go out, take an axe and smash the grate? He may feel like it, but it is the only furnace he has, and grates are hard to replace these days.

Each member of your family has but one system, in which there is a furnace for his food. If it becomes choked with food waste, you treat it with axe-like violence if you administer pills, salts, castor oil, mineral waters, etc., to force the bowels to move.

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## The Melting-Pot

Rice is the main sustenance of 54 per cent. of the inhabitants of the globe.

A brute in New York was arrested for whipping his one-year-old son with a twelve-inch strap.

The treasurer of a taxing district in Norwalk, Conn., has been sentenced to state prison for embezzling \$35,000.

The Germans are now calling their beaten army the "Victorious Vanquished."

Eighty-four per cent. of the firms that fail each year in this country are among the non-advertisers.

A Democratic county committee in Ohio, in a resolution commending the President, referred to him as "His Majesty, Woodrow Wilson."

Of the nearly 10,000,000 colored persons in this country in 1910, only a little over 40,000 were of foreign birth. Only 473 were born in Africa.

Owing to red-tape, hundreds of American soldiers, including many hospital cases, are in New York without money and are cared for by patriotic clubs.

A twelve-year-old girl in New York, infatuated with the movies, purloined \$1,000 from the till in her father's bakery in little over a year.

Dyeing companies in this country are strenuously appealing for tariff protection before Germany's well-established industry again seeks the markets of the world.

A farmer near Cleopatra, Missouri, recently sold for \$20,000 a 200-acre farm which cost him only \$3,700 twenty-five years ago.

The expense to the Government of the Committee on Information party that sailed for France in connection with the peace conference will be \$500 per day.

A judgment was taken at New York recently against former Governor John A. Dix for \$563 unpaid dues to the Adirondack League Club, of which he was once a member.

Three gunmen who shot and killed a butcher in Brooklyn, N. Y., confessed that they were paid \$1,000 for the murder by the dead man's competitors, whom he had undersold.

After the signing of the armistice King George of England celebrated by taking his first drink of champagne and going to his first theatrical entertainment since the war began.

Philippine sugar in large amounts is expected soon to come to this country. Philippine plantation laborers are paid 20 to 50 cents a day, against \$1.75 to \$2.50 in Cuba and Hawaii.

Ten groups of manufacturers, comprising 387 American industries, lately adopted resolutions urging tariff protection to American trade, particularly branches in direct competition with Germany.

During the last four years 1,250,000 aliens in this country have applied to steamship companies for passage to their native lands in Europe after the war. Probably 2,500,000 desire to return to Europe.

Because he attended a banquet in New York where food was served by strike-breaking waiters, a complaint will be filed against Samuel Gompers with the American Federation of Labor, of which he is president.

At the beginning of 1914 Kaiser Wilhelm was the richest person in Germany, with a fortune of over \$98,000,000; next came the Grand Duke of Mecklenburg-Strelitz with \$89,000,000 and then Frau Krupp von Bohlen with \$80,000,000.

During the late strike of policemen, firemen and other city employees in Montreal, \$300,000 damage to property was done by rioters and many persons were injured, including city officials. Five hundred false fire-alarms were turned in.

Of 33,000 American Indians eligible for military duty, over 6500 entered the army and 1000 the navy, while 500 were in other war work. Indians hold \$50 in Liberty Bonds for every individual of their race.

Dr. Rathenau, president of the General Electric Company in Berlin, says: "Germany is ruined for generations, politically, industrially and commercially. It is the greatest calamity that has happened to any country in two thousand years."

The National Colored Congress for World Democracy, in session recently at Washington, D. C., elected eleven commissioners to present to the Versailles Peace Conference a petition for "abolition of all undemocratic restrictions" against their race. There were 400,000 American Negroes in war service.

More money is annually expended in hauling material to fill holes and ruts in bad roads than would be required to maintain them in splendid condition through the proper use of inexpensive wooden road drags, such as were used sixty years ago, says the National Lumber Manufacturers' expert.

Twelve States—Ohio, Indiana, Illinois, Missouri, Kansas, Nebraska, Michigan, Iowa, Wisconsin, Minnesota, North and South Dakota—constitute the wheat belt of this country, and from 20 per cent. to 40 per cent. of the land in these States is unimproved.

Senator Penrose says that Director-General of Railroads McAdoo brought about such demoralization of railroad and express companies that he set the cause of government ownership back fifty years. Business men charged that when they lost packages of merchandise sent by express they could not get even an acknowledgment of their complaints.

Let the people think!

## Dick

(Auzeville, October 22, 1918.)

The roads branch off on either hand  
And leave amid the battered waste  
A small peninsula of land  
To which there cling, still undisplaced,  
Two gnarled and twisted apple-trees  
That sentinel a tiny mound  
And seem to whisper in the breeze,  
"The ground we guard is holy ground."

A little grave, still fresh and green,  
Still tended, watched, by loving hands;  
The grass is clipped, the turf is clean,  
And at the head, erect, there stands  
A small white cross, where one may read  
His title who lies buried there—  
One worthy of the victor's meed—  
A hero—Dick—Chien Sanitaire.

Twice wounded—gassed—now dead. No more  
His questing nose shall lead him on  
To bring to shattered men a store  
Of hope when hope has almost gone.  
No more at his appointed task  
Shall DICK explore the shards of strife,  
And bring his welcome pack and flask  
To ease a soul and save a life.

Another cross—another grave—  
In that gray land of grave and cross  
Where side by side repose the brave  
For Freedom's gain who bore their loss.  
Like them he served—like them he died—  
Like theirs, the cross that bears his name  
Shall mark, amid five nations' pride,  
His home upon the field of Fame.

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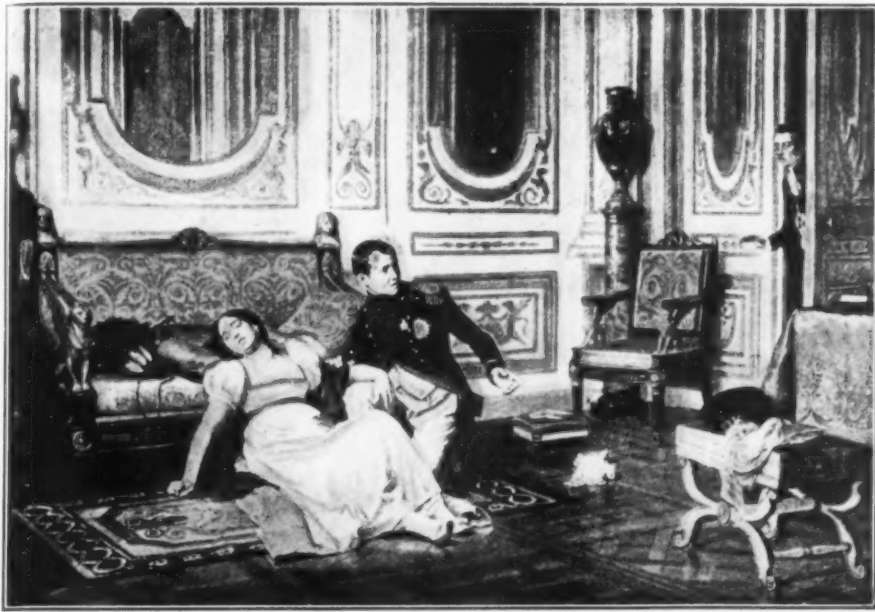
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Les. 1-11-19.

# ARGO



## CORN STARCH

### Cooking—Pastries— Bread and Cakes—Puddings

**P**ROBABLY you too are one of the women who are finding new and delicious uses for corn starch every day—in fact, for every meal. Women all over the country are having wonderful success with Argo Corn Starch in scores of delightful recipes.

Not alone smooth, creamy gravies and sauces, and simple puddings—but crisp, delicate pastries; flaky rolls, bread and biscuits; rich, tender cakes and cake fillings; and desserts that many housewives have never thought it possible to make at home.

Here are three recipes you will like to try. Argo is the corn starch to use—because of its extreme purity and delicacy.

#### Pie Crust

Take  $\frac{1}{2}$  cup flour, with  $\frac{1}{4}$  cup Argo Corn Starch,  $\frac{1}{4}$  teaspoonful of baking powder, two tablespoonful Mazola,  $\frac{1}{2}$  cup cold water,  $\frac{1}{2}$  teaspoonful salt.

Sift flour, corn starch and baking powder in a bowl, add shortening, rub fine through flour, add last water and salt. Turn on to board, roll lengthwise till smooth and use as desired.

crumbs. Pour in above mixture and bake in medium oven till crust is light brown.

Beat the whites very, very stiff; add one tablespoonful powdered sugar. Arrange by spoonfuls on top of pie and set in hot oven to brown a nice color to suit taste. Serve cold.

#### Parkerhouse Rolls

2 cups flour 1 cup luke warm milk  
1 cup Argo Corn Starch 1 teaspoon Mazola  
1 teaspoon salt 1 yeast cake

Sift flour, corn starch and salt in a bowl, add Mazola, then the yeast mixed with milk, next yolk of egg. Beat 10 minutes. Then turn on to board, add flour and knead till dough is firm but does not stick to hands. Place in the bowl, cover and let rise to double its bulk. Then turn out on board. Cut out about one inch thick in fancy shapes, put on greased pans, let rise to double size and bake till done, in medium heated oven.

#### Orange Cream Pie

1 tablespoon Argo Corn Starch Rind  $\frac{1}{4}$  orange  
 $\frac{1}{2}$  cup water Juice 1 orange  
 $\frac{1}{2}$  tablespoon sugar Juice  $\frac{1}{2}$  lemon  
1 tablespoonful Karo Yolks of 2 eggs

Place in saucepan over the fire the corn starch, water, sugar and Karo. Boil five minutes. Remove from fire, add yolks, orange rind and juice of lemon and orange, mix well.

Line a greased pie pan with a very thin pie crust. Brush out with beaten egg and sprinkle with bread

Will you send us your favorite Corn Starch Recipes? Thousands of Argo users would be glad to know them.

CORN PRODUCTS REFINING CO.  
Dept. H, P.O. Box 161, New York



KARO is a delicious syrup. It not only conserves sugar, but adds materially to the delicacy of your cooking. MAZOLA is the fine, pure oil from corn. Wonderful for shortening, frying and salad dressing.